

Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

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1/44

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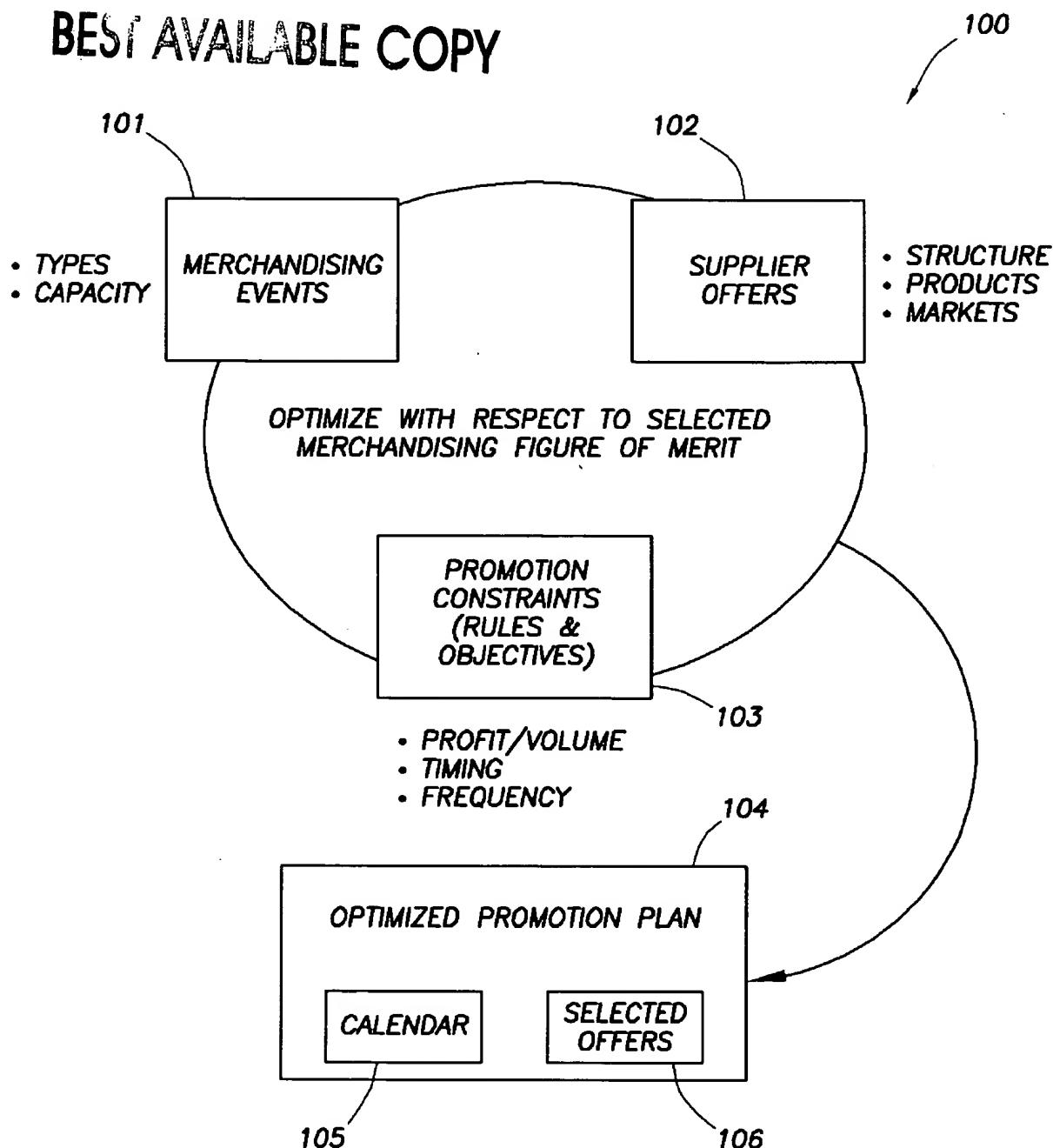


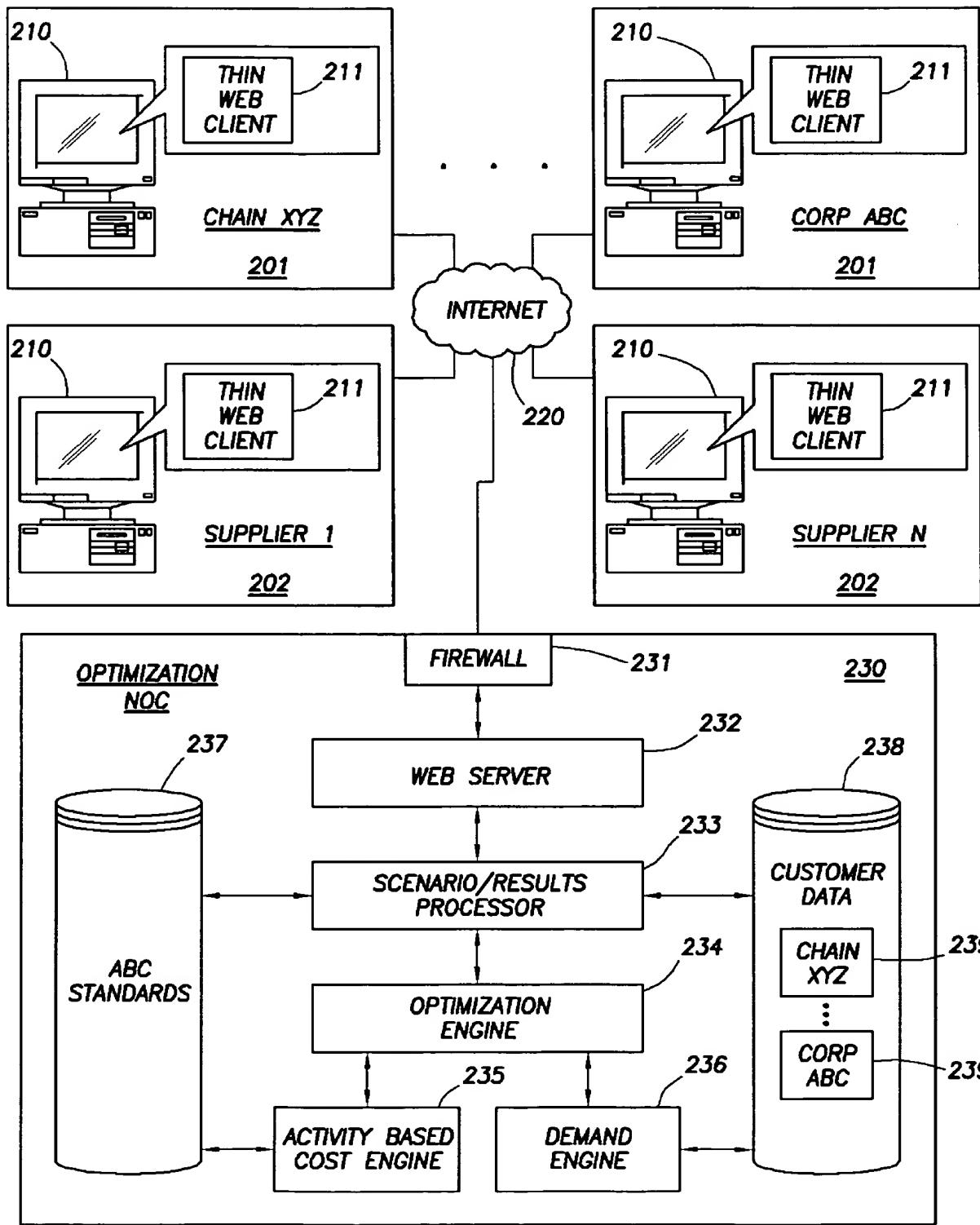
FIG. 1

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Application No. 09/849621 (Docket: DT.0102)
 37 CFR 1.111 Amendment dated 01/09/2006
 Reply to Office Action of 10/13/2005
 REPLACEMENT SHEET

FIG.2

2/44



Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

3/44

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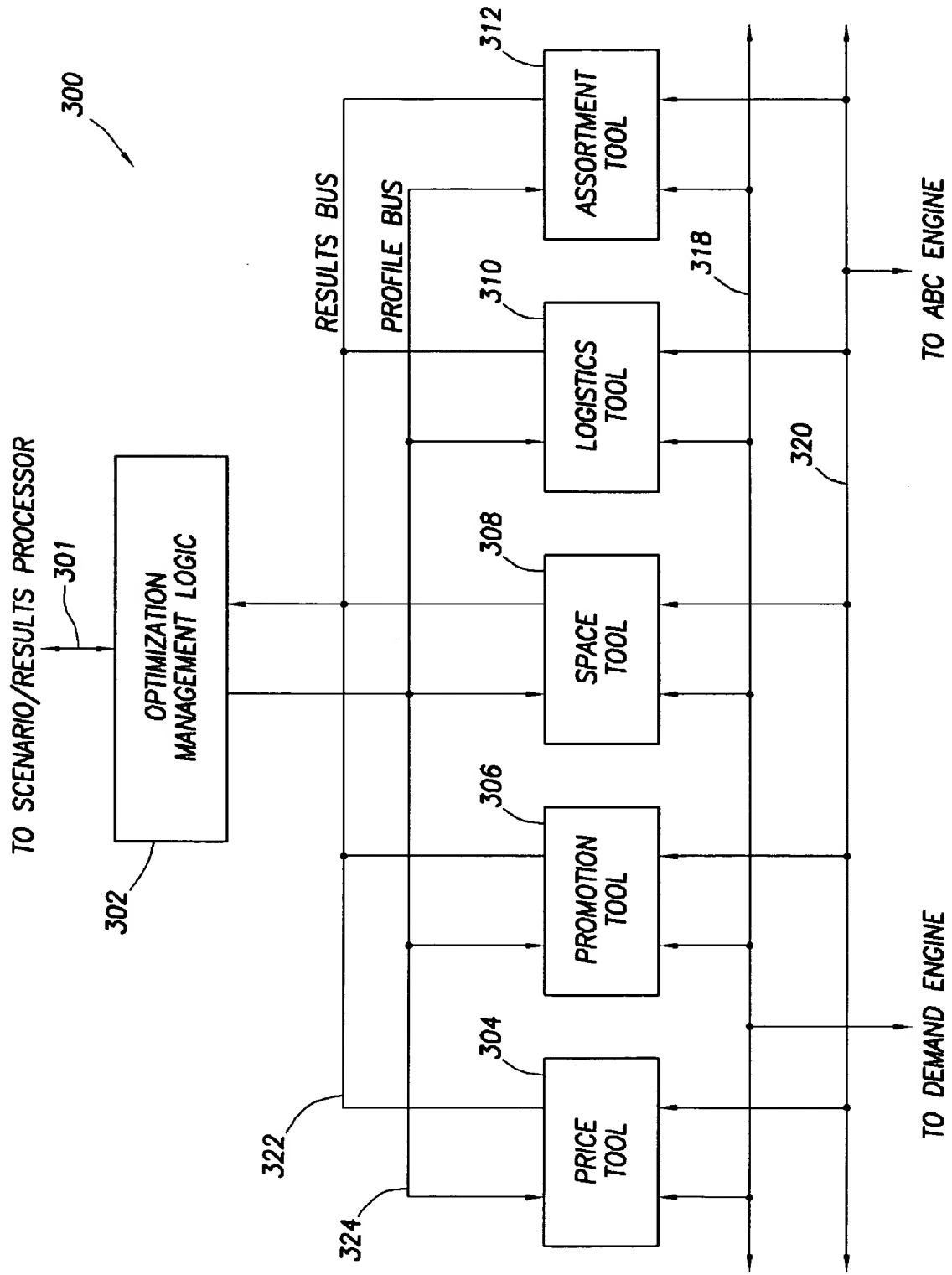


FIG.3

Application No. 09/849621 (Docket: DT.0102)
 37 CFR 1.111 Amendment dated 01/09/2006
 Reply to Office Action of 10/13/2005
 REPLACEMENT SHEET

4/44

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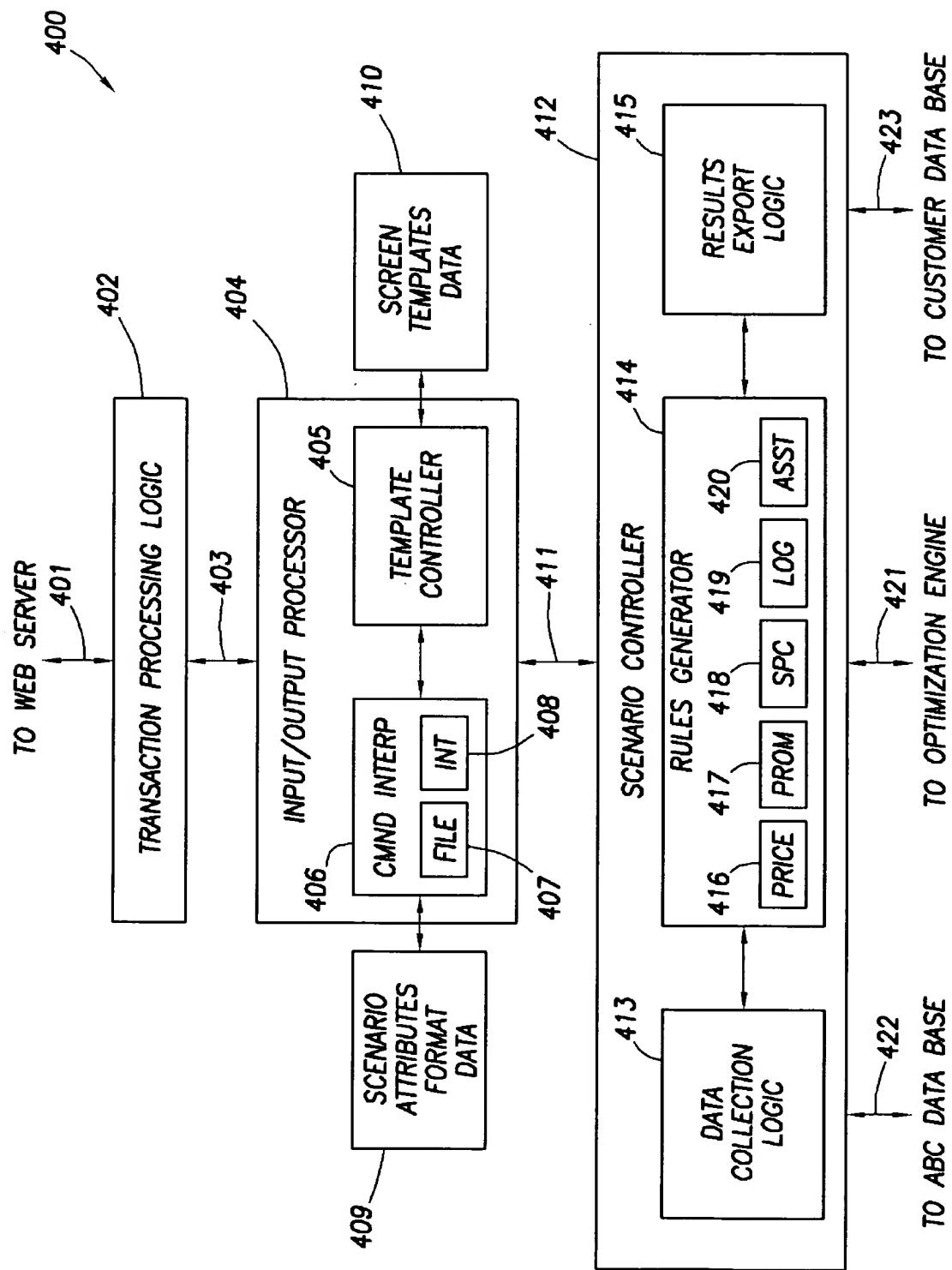


FIG.4

Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

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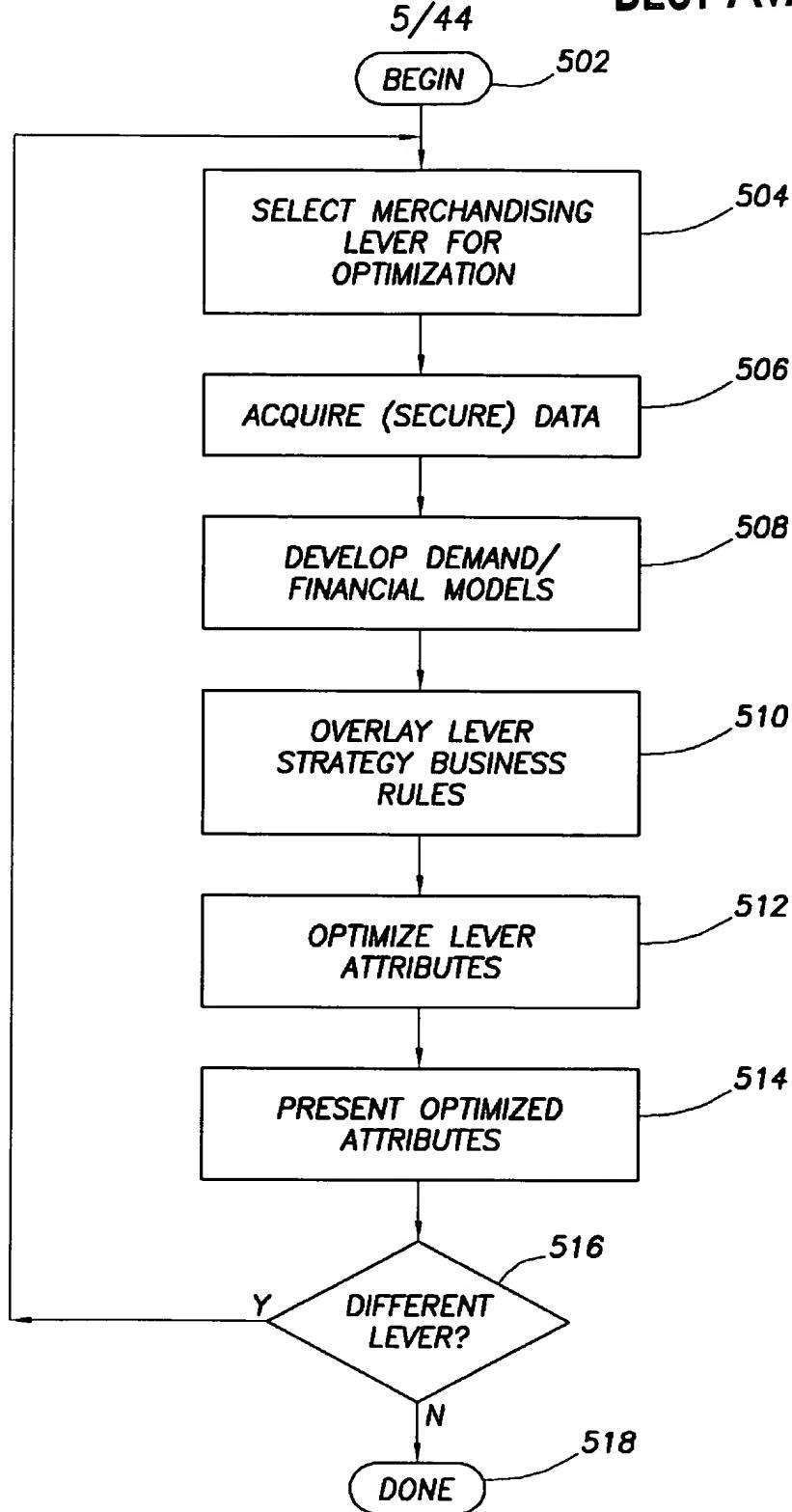
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5/44

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FIG.5

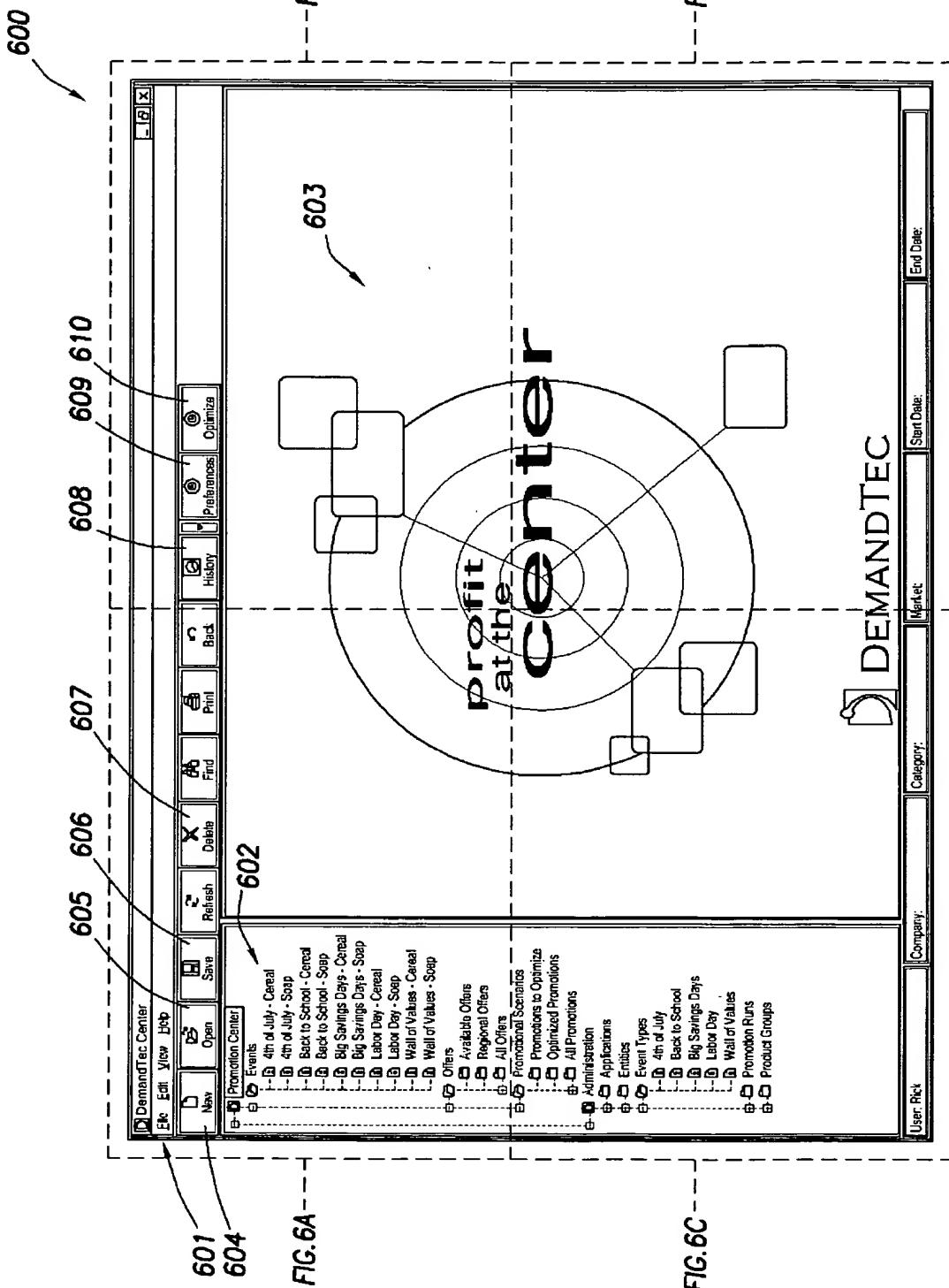


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Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

6/44

BEST AVAILABLE COPY



Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

7/44

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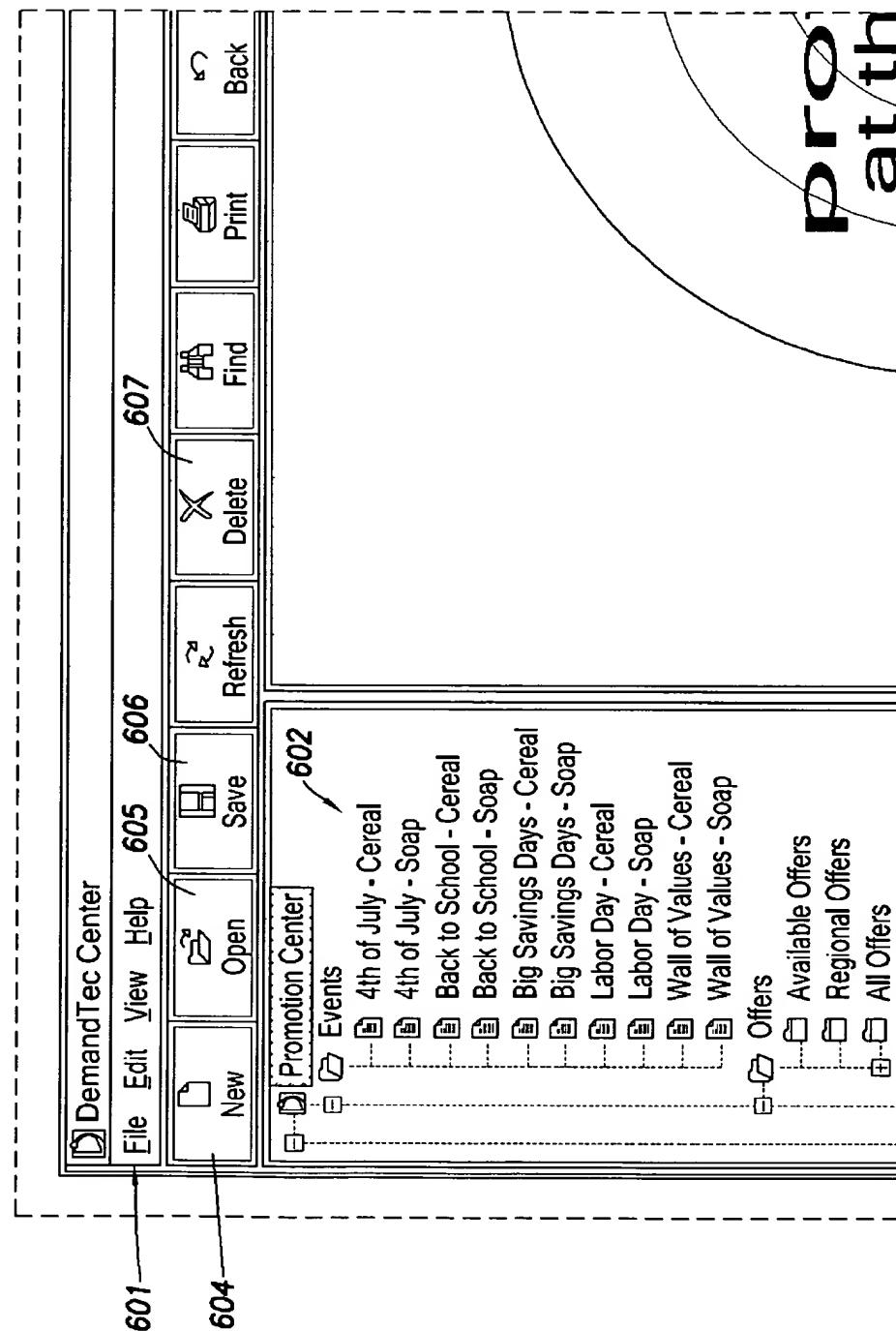


FIG. 6A

Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

8/44

BEST AVAILABLE COPY

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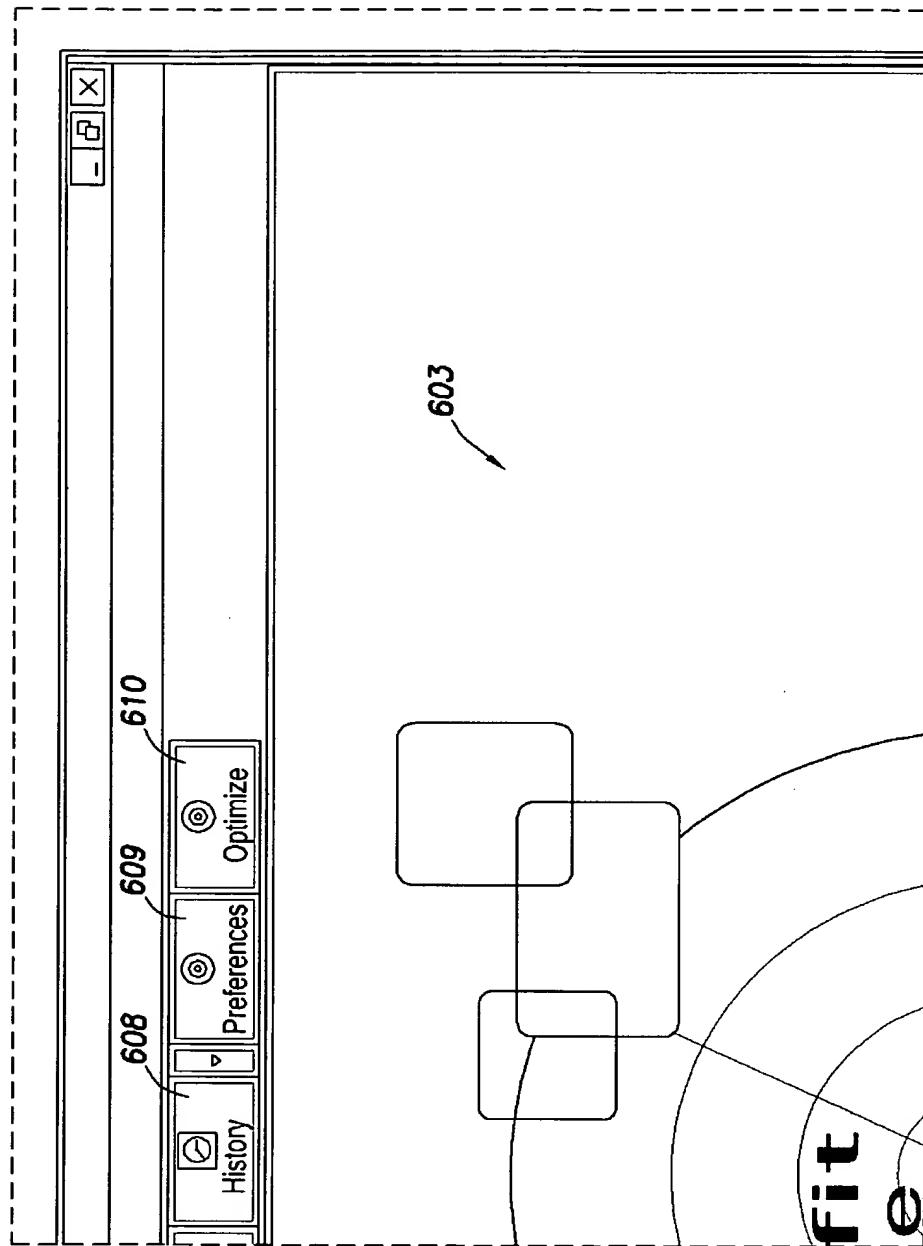


FIG. 6B

Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

9/44

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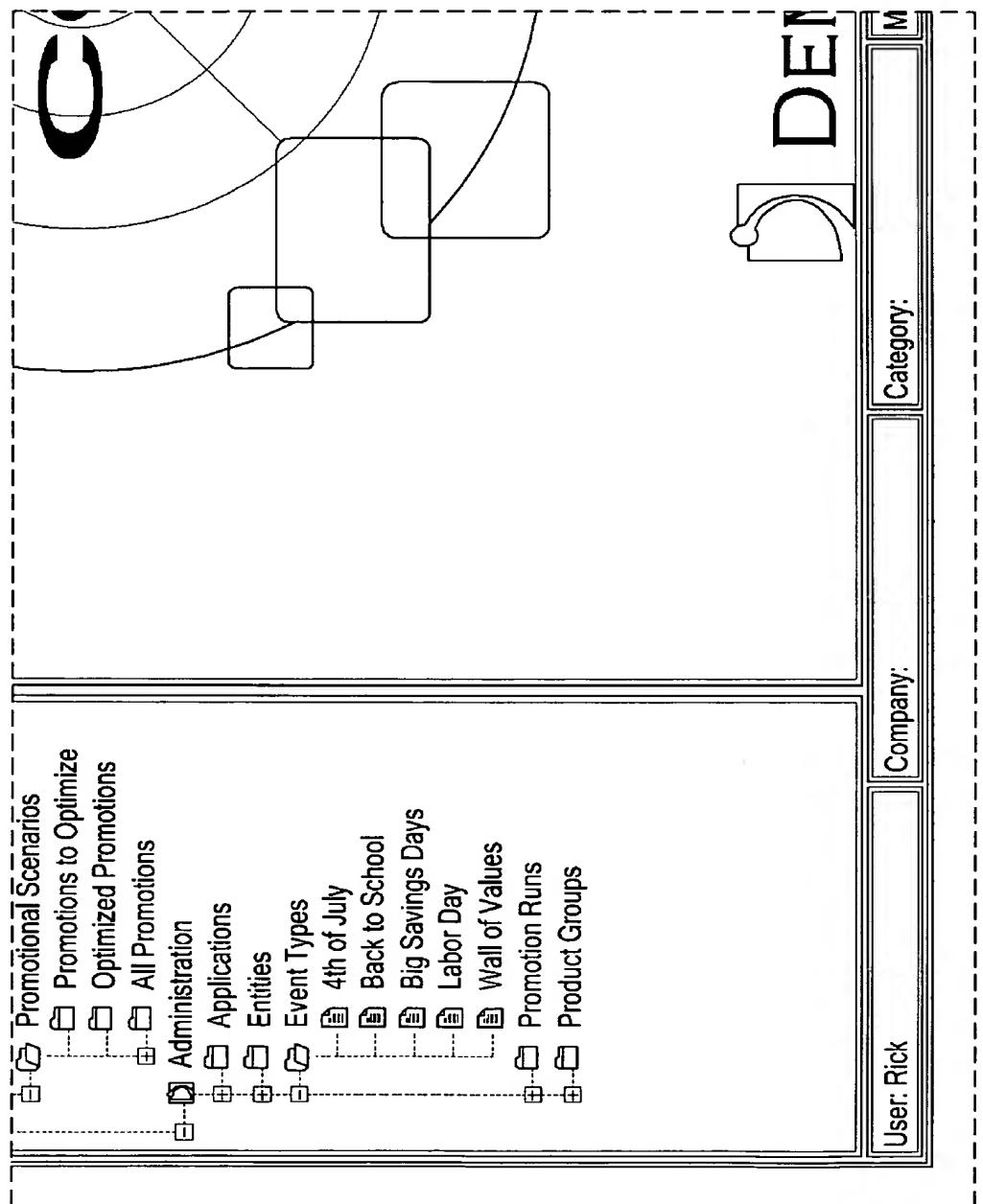
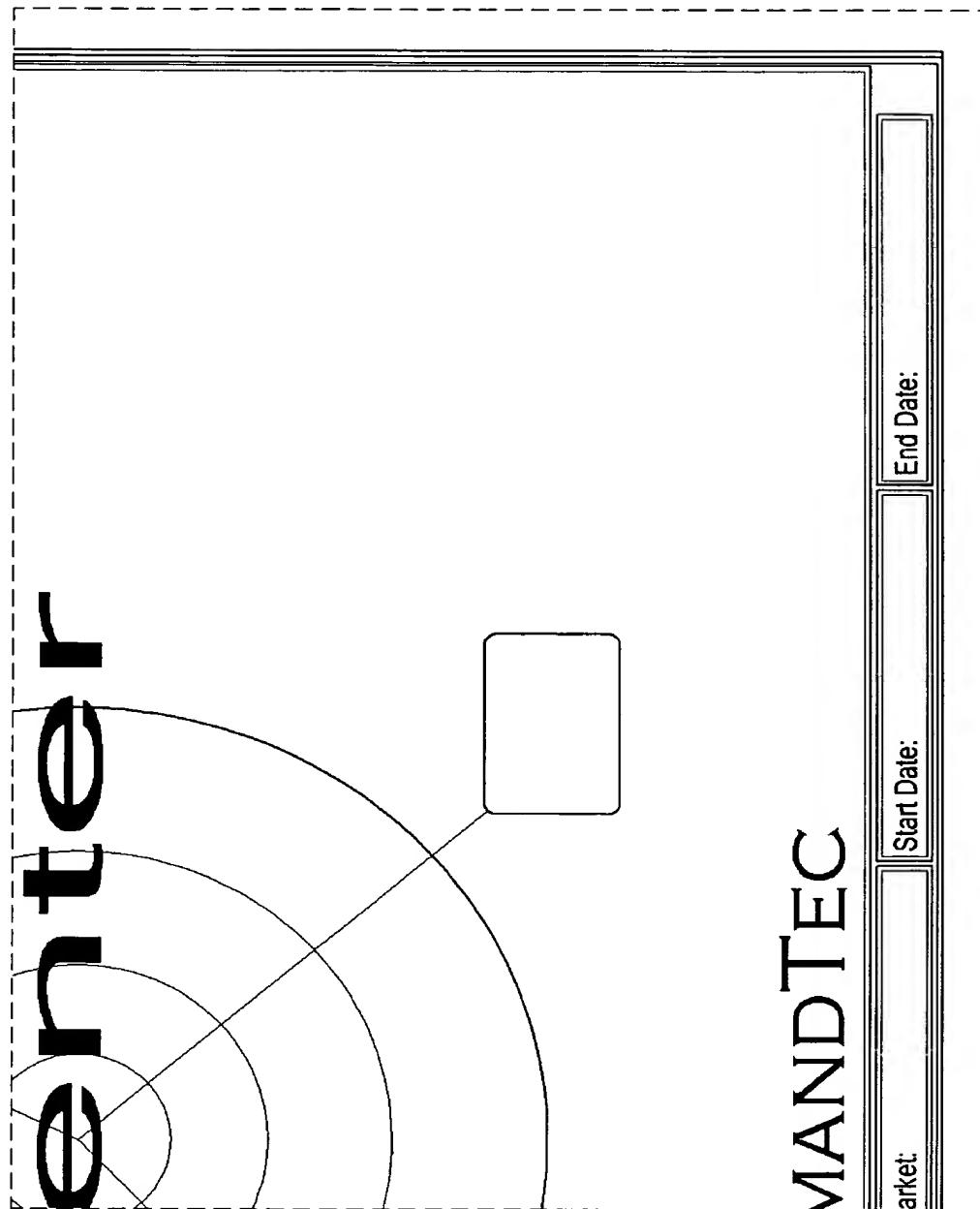


FIG. 6C

Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

10/44

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Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

11/44

700

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DemandTec Promotion Center - Planning Wizard

Add filters to establish global Planning variables.

Enter Planning Start and End Dates, Company or Division, Category and Market.

| | | | | | | |
|------------------|---------------|----------|----------|-------------------------------------|------------------------------------|--------------------------------------|
| Start Date | 5/1/2001 | End Date | 8/1/2001 | <input type="button" value="Find"/> | <input type="button" value="New"/> | <input type="button" value="Clear"/> |
| 703 Company | One Stop | | | <input type="button" value="Find"/> | <input type="button" value="New"/> | <input type="button" value="Clear"/> |
| Product Category | Soap | | | <input type="button" value="Find"/> | <input type="button" value="New"/> | <input type="button" value="Clear"/> |
| 704 Market | North Atlanta | | | <input type="button" value="Find"/> | <input type="button" value="New"/> | <input type="button" value="Clear"/> |

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FIG.7

Application No. 09/849621 (Docket: DT.0102)
 37 CFR 1.111 Amendment dated 01/09/2006
 Reply to Office Action of 10/13/2005
 REPLACEMENT SHEET

12/44

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Application No. 09/849621 (Docket: DT.0102)
 37 CFR 1.111 Amendment dated 01/09/2006
 Reply to Office Action of 10/13/2005
 REPLACEMENT SHEET

13/44

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| DemandTec Center - Labor Day - Soap | | | | | | | | | | | |
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| <input type="button" value="Save"/> | <input type="button" value="Delete"/> | | | | | | | | | | |
| <input type="button" value="Refresh"/> | <input type="button" value="Find"/> | | | | | | | | | | |
| <input type="button" value="Print"/> | <input type="button" value="Back"/> | | | | | | | | | | |
| Events | | | | | | | | | | | |
| 802 <input type="checkbox"/> Promotion Center <input type="checkbox"/> Events <input type="checkbox"/> 4th of July - Soap <input type="checkbox"/> Back to School - Soap <input type="checkbox"/> Big Savings Days - Soap <input type="checkbox"/> Labor Day - Soap <input type="checkbox"/> Wall of Values - Soap | | | | | | | | | | | |
| <input type="checkbox"/> Offers <input type="checkbox"/> Available Offers <input type="checkbox"/> Regional Offers <input type="checkbox"/> All Offers <input type="checkbox"/> Promotional Scenarios <input type="checkbox"/> Promotions to Optimize <input type="checkbox"/> Optimized Promotions <input type="checkbox"/> All Promotions <input type="checkbox"/> Administration | | | | | | | | | | | |
| <input type="checkbox"/> In Store Activity <input type="checkbox"/> Duration 4 <input type="button" value="in Weeks"/> | | | | | | | | | | | |
| <input type="checkbox"/> Display <input type="checkbox"/> Ad | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th colspan="2">Week 1</th> <th colspan="2">Week 2</th> </tr> </thead> <tbody> <tr> <td><input type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> </tr> </tbody> </table> | | Week 1 | | Week 2 | | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | | |
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| <table border="1"> <thead> <tr> <th colspan="2">Week 1</th> <th colspan="2">Week 2</th> </tr> </thead> <tbody> <tr> <td><input type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> </tr> </tbody> </table> | | Week 1 | | Week 2 | | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | | |
| Week 1 | | Week 2 | | | | | | | | | |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Min TPR %</th> <th>Max TPR %</th> </tr> </thead> <tbody> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>20</td> <td>25</td> </tr> <tr> <td>20</td> <td>25</td> </tr> <tr> <td>25</td> <td>25</td> </tr> </tbody> </table> | | Min TPR % | Max TPR % | <input type="checkbox"/> | <input type="checkbox"/> | 20 | 25 | 20 | 25 | 25 | 25 |
| Min TPR % | Max TPR % | | | | | | | | | | |
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FIG.8A

Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

14/44

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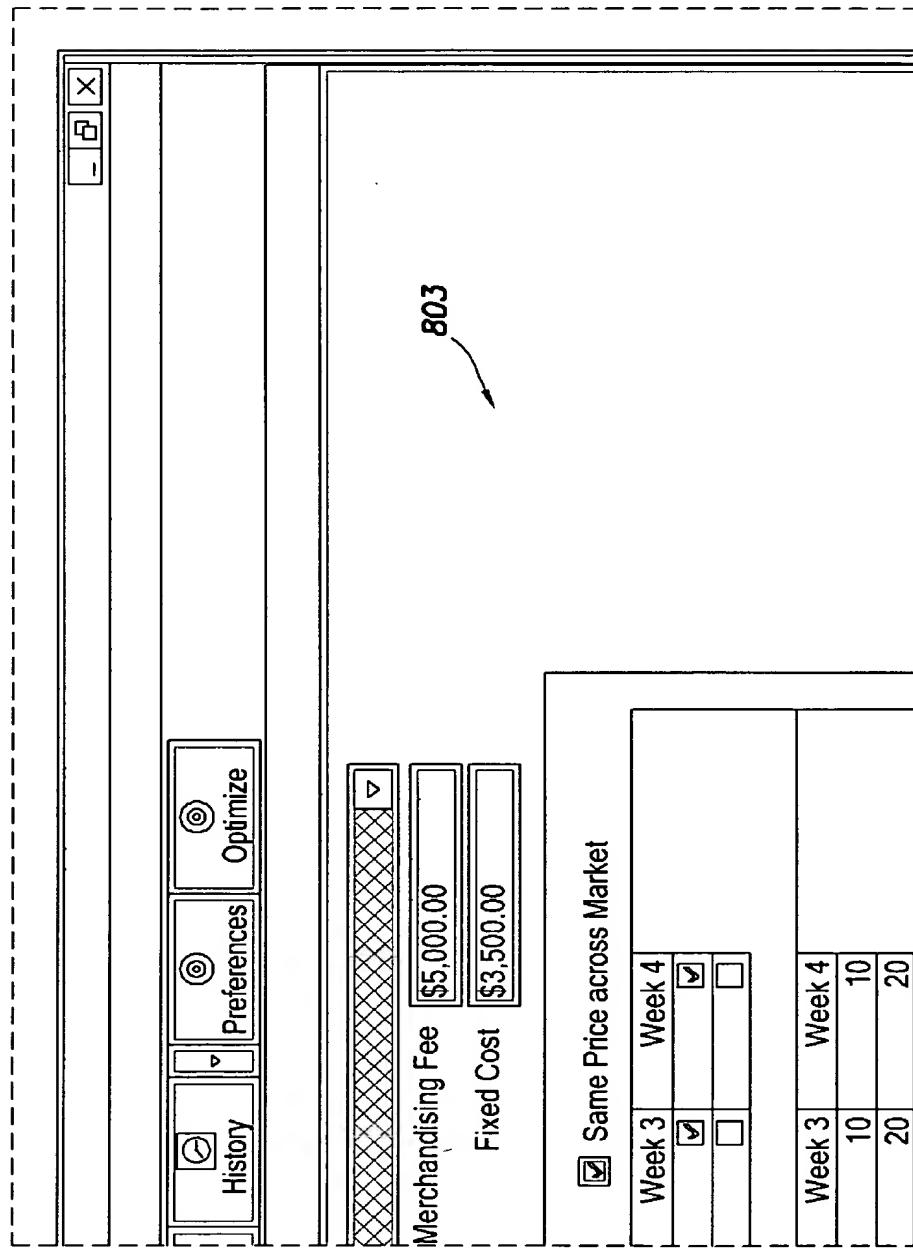
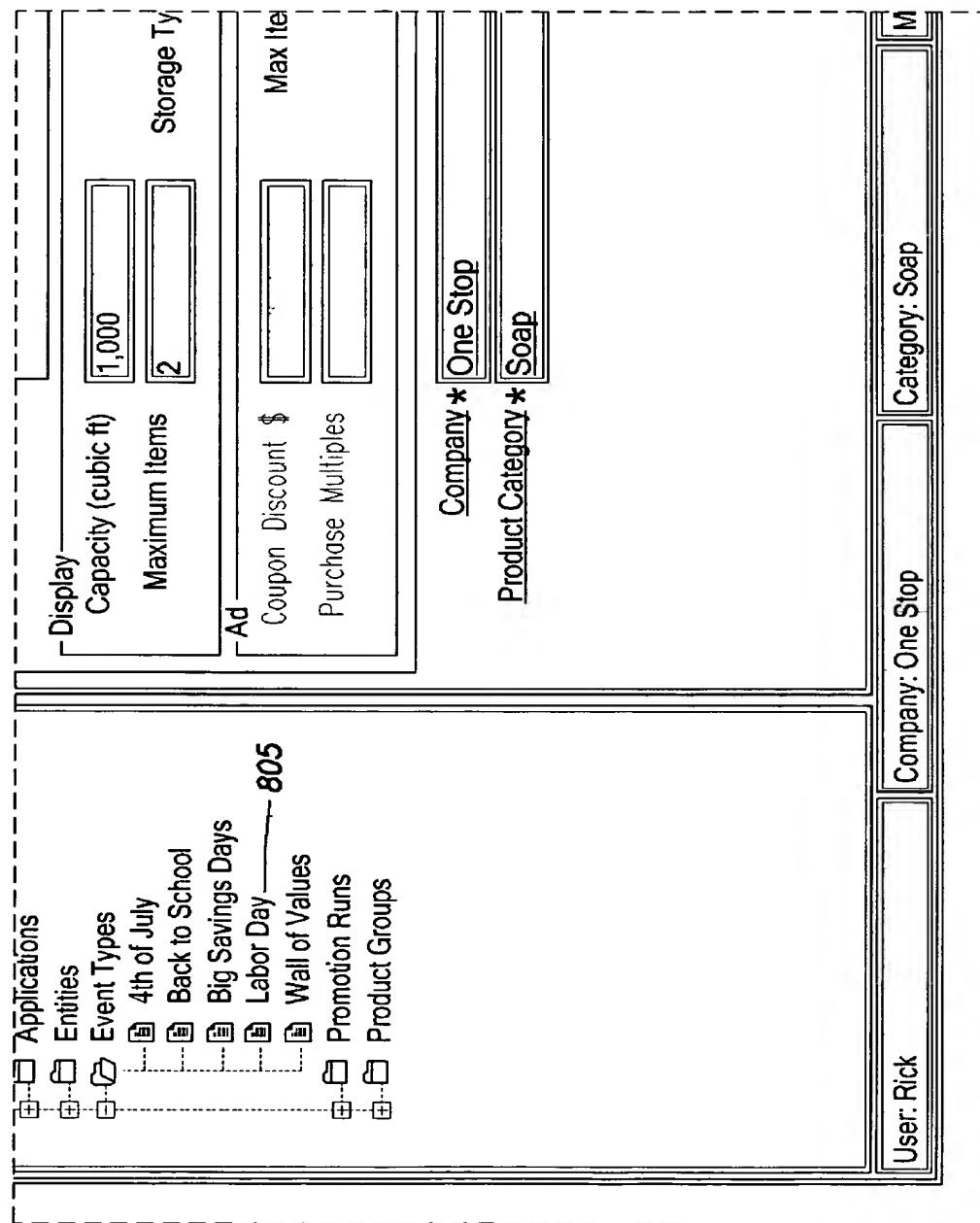


FIG.8B

Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

15/44

800



Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

16/44

800

Use Same Brand

Use Same Line

Dry Shelf Space

Is Front Page

Start Date: 5/1/2001

End Date: 8/1/2001

FIG.8D

Application No. 09/849621 (Docket: DT.0102)
 37 CFR 1.111 Amendment dated 01/09/2006
 Reply to Office Action of 10/13/2005
 REPLACEMENT SHEET

17/44

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Events

Event Type * Labor Day

Status Active TPR- Use Loyalty Card

Merchandising Fee \$5,000.00

Fixed Cost \$3,500.00

In Store Activity

Duration 4 in Weeks Same Price across Market

| | Week 1 | Week 2 | Week 3 | Week 4 |
|---------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Display | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Ad | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Min TPR % 20

Max TPR % 25

20 10 10 20

25 25 20 20

Display

Capacity (cubic ft) 1,000

Maximum Items 2

Storage Type Dry Shelf Space Use Same Brand Use Same Line

Ad

Coupon Discount \$ Max Items 2 Is Front Page

Purchase Multiples

Company * One Stop Find New Clear

Product Category * Soap Find New Clear

FIG.9

Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

18/44

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FIG. 10A-

FIG. 10C -

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FIG. 10

-FIG. 10D

-- FIG. 10B

Application No. 09/849621 (Docket: DT.0102)
 37 CFR 1.111 Amendment dated 01/09/2006
 Reply to Office Action of 10/13/2005
 REPLACEMENT SHEET

19/44

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| DemandTec Center - New Offers Record | |
|--|-------------------------------------|
| File | Edit |
| View | Help |
| 1007 | |
| <input type="button" value="New"/> | <input type="button" value="Open"/> |
| <input type="button" value="Events"/> | <input type="button" value="Save"/> |
| <input type="button" value="Promotion Center"/> | 1008 |
| <input type="button" value="4th of July - Soap"/> | |
| <input type="button" value="Back to School - Soap"/> | |
| <input type="button" value="Big Savings Days - Soap"/> | |
| <input type="button" value="Labor Day - Soap"/> | |
| <input type="button" value="Wall of Values - Soap"/> | |
| <input type="button" value="Offers"/> | 1001 |
| <input type="button" value="Available Offers"/> | |
| <input type="button" value="Regional Offers"/> | |
| <input type="button" value="All Offers"/> | 1004 |
| <input type="button" value="Promotional Scenarios"/> | |
| <input type="button" value="Promotions to Optimize"/> | |
| <input type="button" value="Optimized Promotions"/> | |
| <input type="button" value="All Promotions"/> | |
| <input type="button" value="Administration"/> | |
| <input type="button" value="Event Requirements"/> <input type="button" value="Name*"/> <input type="button" value="End of Year Blow-Out"/> | |
| <input type="button" value="Description"/> <input type="button" value="Description field"/> | |
| <input type="button" value="Supplier*"/> <input type="button" value="Supplier Company"/> | |
| <input type="button" value="Product Group*"/> <input type="button" value="Private Label"/> | |
| <input type="button" value="Deal Code"/> <input type="button" value="123XYZ"/> | |
| <input type="button" value="Start Date"/> <input type="button" value="5/1/2001"/> | |
| <input type="button" value="Offer Type"/> <input type="button" value="Case Allowance Q"/> | |
| <input type="button" value="O Accrual Fund"/> | |

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FIG. 10A

Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

20/44

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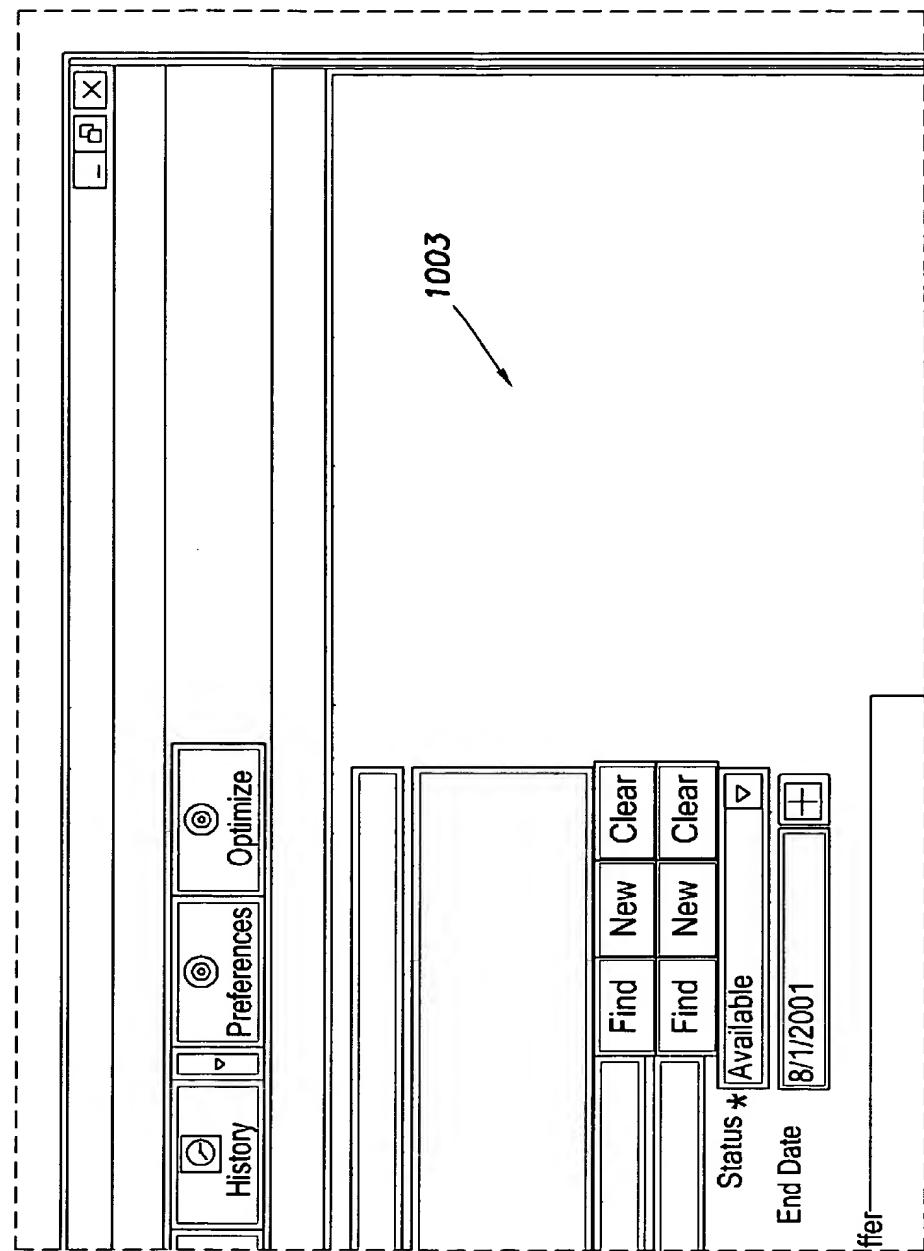


FIG. 10B

Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

21/44

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| | |
|--|---------------------------------------|
| <input type="checkbox"/> Applications | <input type="checkbox"/> Allowance |
| <input type="checkbox"/> Entities | <input type="checkbox"/> Duration |
| <input type="checkbox"/> Event Types | <input type="checkbox"/> Forward Buy |
| <input type="checkbox"/> Promotion Runs | <input type="checkbox"/> \$ Amount |
| <input type="checkbox"/> Product Groups | <input type="checkbox"/> % of Require |
| <input checked="" type="radio"/> Case Allowance <input type="radio"/> Count/Recount <input type="radio"/> Payment <input type="radio"/> Percent Off <input type="radio"/> Rebate <input type="radio"/> Scan Program | |
| <u>Company*</u> <input type="text" value="One Stop"/> | |
| <u>Product Category*</u> <input type="text" value="Soap"/> | |
| <u>Market</u> <input type="text" value="Market"/> | |
| <u>Category: Soap</u> <input type="text" value="Category: Soap"/> | |
| <u>Company: One Stop</u> <input type="text" value="Company: One Stop"/> | |
| <u>User: Rick</u> <input type="text" value="User: Rick"/> | |
| <u>M</u> <input type="text" value="M"/> | |

FIG. 10C

Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

22/44

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| | | |
|--------------------|----------------------|--------------------|
| Allowance per Case | 5,000 | |
| Case Cap | 5,000 | |
| Additional Cases | | |
| Add'l Cases | Add'l Weeks | |
| Find | New | Clear |
| Find | New | Clear |
| Find | New | Clear |
| Market: | Start Date: 5/1/2001 | End Date: 8/1/2001 |

FIG. 10D

Application No. 09/849621 (Docket: DT.0102)
 37 CFR 1.111 Amendment dated 01/09/2006
 Reply to Office Action of 10/13/2005
 REPLACEMENT SHEET

23/44

FIG. 11

| Offers Event Requirements | | 1101 | |
|---------------------------|----------------------|------------------|---------------|
| Name* | End of Year Blow-Out | 1101 | |
| Description | 1102 | | |
| Supplier* | Supplier Company | Find | New |
| Product Group* | Private Label | Find | New |
| Deal Code | 123XYZ | Status * | Available |
| Start Date | 5/1/2001 | End Date | 8/1/2001 |
| Offer Type | Case Allowance Offer | | |
| | Allowance | \$5.00 | Allowance per |
| | Duration | 4 | Case Cap |
| | 5,000 | | |
| | Forward Buy | Additional Cases | |
| | \$ Amount | Add'l Cases | |
| | % of Require | Add'l Weeks | |
| | 1110 | | |
| Company* | One Stop | Find | New |
| Product Category* | Soap — 1111 | Find | New |
| Market | | Find | New |

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 1112

Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

24/44

1200

-FIG. 12B

-FIG. 120

1205

1204-

FIG. 12A-

1203-

FIG. 12C-

FIG. 12

Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

25/44

1200

| DemandTec Center - New Promotion Scenarios Record | | | | | | | | | | | |
|---|--|--|-------------|---|----------|---|---|--|--|--|--|
| File Edit View Help 1205 | <input type="button" value="New"/> <input type="button" value="Open"/> <input type="button" value="Save"/> <input type="button" value="Delete"/> <input type="button" value="Refresh"/> <input type="button" value="Print"/> <input type="button" value="Find"/> <input type="button" value="Back"/> | | | | | | | | | | |
| <table border="1"> <tr> <td>Promotions</td> <td>Offer Types</td> <td>Scenario Rules</td> <td>Products</td> <td>C</td> </tr> <tr> <td colspan="5"> <div style="border: 1px solid black; padding: 5px;"> Name* <input type="text"/> Description <input type="text"/> Status * To Be Optimized <input type="button" value="▼"/> <div style="border: 1px solid black; padding: 2px; margin-top: 5px;"> Forward Buy Method <input type="radio"/> Additional Weeks <input type="radio"/> Cases <input checked="" type="radio"/> None </div> </div> </td> </tr> </table> | | Promotions | Offer Types | Scenario Rules | Products | C | <div style="border: 1px solid black; padding: 5px;"> Name* <input type="text"/> Description <input type="text"/> Status * To Be Optimized <input type="button" value="▼"/> <div style="border: 1px solid black; padding: 2px; margin-top: 5px;"> Forward Buy Method <input type="radio"/> Additional Weeks <input type="radio"/> Cases <input checked="" type="radio"/> None </div> </div> | | | | |
| Promotions | Offer Types | Scenario Rules | Products | C | | | | | | | |
| <div style="border: 1px solid black; padding: 5px;"> Name* <input type="text"/> Description <input type="text"/> Status * To Be Optimized <input type="button" value="▼"/> <div style="border: 1px solid black; padding: 2px; margin-top: 5px;"> Forward Buy Method <input type="radio"/> Additional Weeks <input type="radio"/> Cases <input checked="" type="radio"/> None </div> </div> | | | | | | | | | | | |
| <table border="1"> <tr> <td colspan="2"> Promotion Center <ul style="list-style-type: none"> <input type="checkbox"/> Events <input type="checkbox"/> 4th of July - Soap <input type="checkbox"/> Back to School - Soap <input type="checkbox"/> Big Savings Days - Soap <input type="checkbox"/> Labor Day - Soap <input type="checkbox"/> Wall of Values - Soap </td> </tr> <tr> <td colspan="2"> Offers <ul style="list-style-type: none"> <input type="checkbox"/> Available Offers <input type="checkbox"/> Regional Offers <input type="checkbox"/> All Offers <input type="checkbox"/> Promotional Scenarios </td> </tr> <tr> <td colspan="2"> Promotions to Optimize <ul style="list-style-type: none"> <input type="checkbox"/> Optimized Promotions <input type="checkbox"/> All Promotions </td> </tr> <tr> <td colspan="2"> Administration <ul style="list-style-type: none"> <input type="checkbox"/> 1203 </td> </tr> </table> | | Promotion Center <ul style="list-style-type: none"> <input type="checkbox"/> Events <input type="checkbox"/> 4th of July - Soap <input type="checkbox"/> Back to School - Soap <input type="checkbox"/> Big Savings Days - Soap <input type="checkbox"/> Labor Day - Soap <input type="checkbox"/> Wall of Values - Soap | | Offers <ul style="list-style-type: none"> <input type="checkbox"/> Available Offers <input type="checkbox"/> Regional Offers <input type="checkbox"/> All Offers <input type="checkbox"/> Promotional Scenarios | | Promotions to Optimize <ul style="list-style-type: none"> <input type="checkbox"/> Optimized Promotions <input type="checkbox"/> All Promotions | | Administration <ul style="list-style-type: none"> <input type="checkbox"/> 1203 | | | |
| Promotion Center <ul style="list-style-type: none"> <input type="checkbox"/> Events <input type="checkbox"/> 4th of July - Soap <input type="checkbox"/> Back to School - Soap <input type="checkbox"/> Big Savings Days - Soap <input type="checkbox"/> Labor Day - Soap <input type="checkbox"/> Wall of Values - Soap | | | | | | | | | | | |
| Offers <ul style="list-style-type: none"> <input type="checkbox"/> Available Offers <input type="checkbox"/> Regional Offers <input type="checkbox"/> All Offers <input type="checkbox"/> Promotional Scenarios | | | | | | | | | | | |
| Promotions to Optimize <ul style="list-style-type: none"> <input type="checkbox"/> Optimized Promotions <input type="checkbox"/> All Promotions | | | | | | | | | | | |
| Administration <ul style="list-style-type: none"> <input type="checkbox"/> 1203 | | | | | | | | | | | |

FIG. 12A

Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

26/44

1200

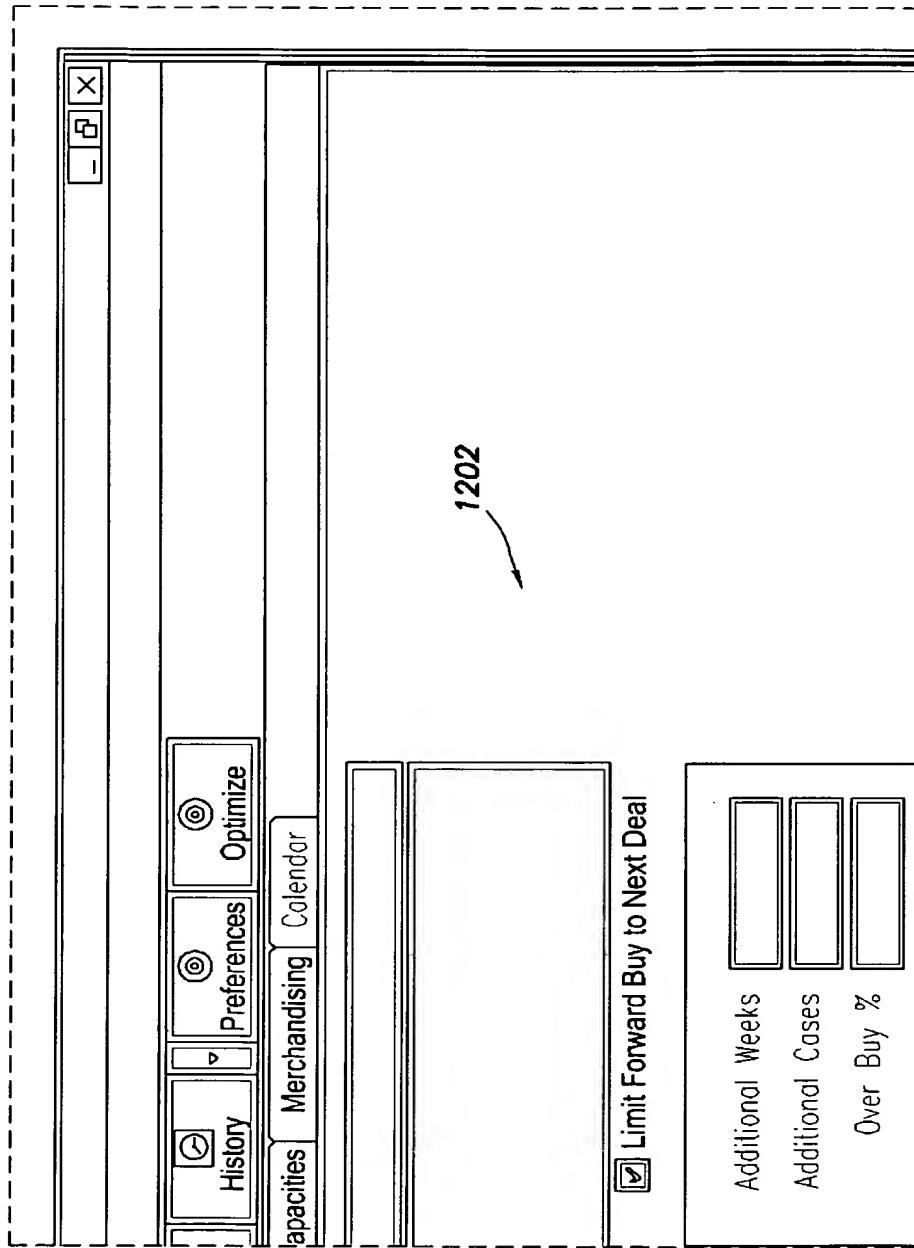


FIG. 12B

Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

27/44

1200

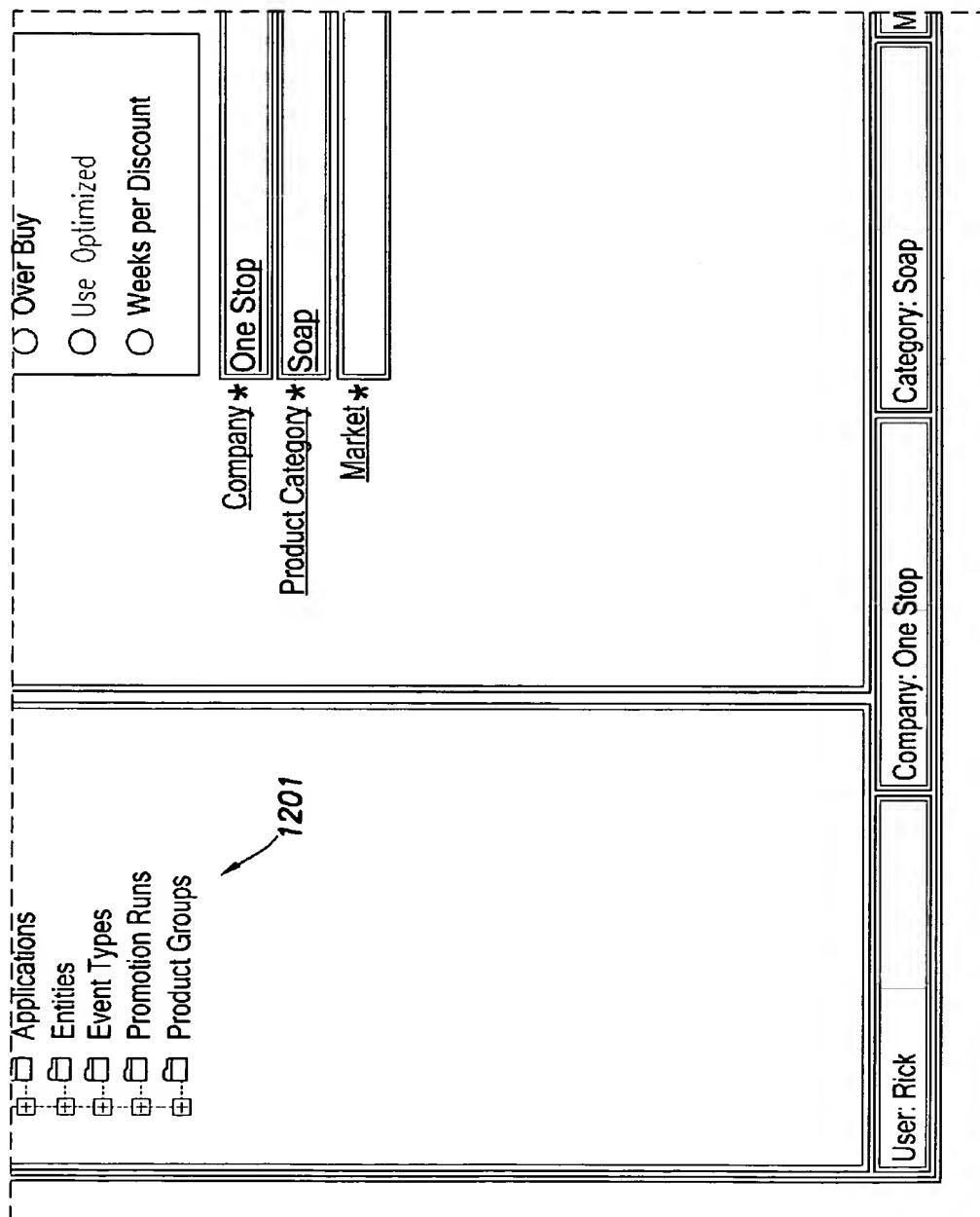


FIG. 12C

Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

28/44

1200

Number of Weeks

per

Market:

| | | |
|-------------------------------------|------------------------------------|--------------------------------------|
| <input type="button" value="Find"/> | <input type="button" value="New"/> | <input type="button" value="Clear"/> |
| <input type="button" value="Find"/> | <input type="button" value="New"/> | <input type="button" value="Clear"/> |
| <input type="button" value="Find"/> | <input type="button" value="New"/> | <input type="button" value="Clear"/> |

FIG. 12D

Application No. 09/849621 (Docket: DT.0102)
 37 CFR 1.111 Amendment dated 01/09/2006
 Reply to Office Action of 10/13/2005
 REPLACEMENT SHEET

29/44

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Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

30/44

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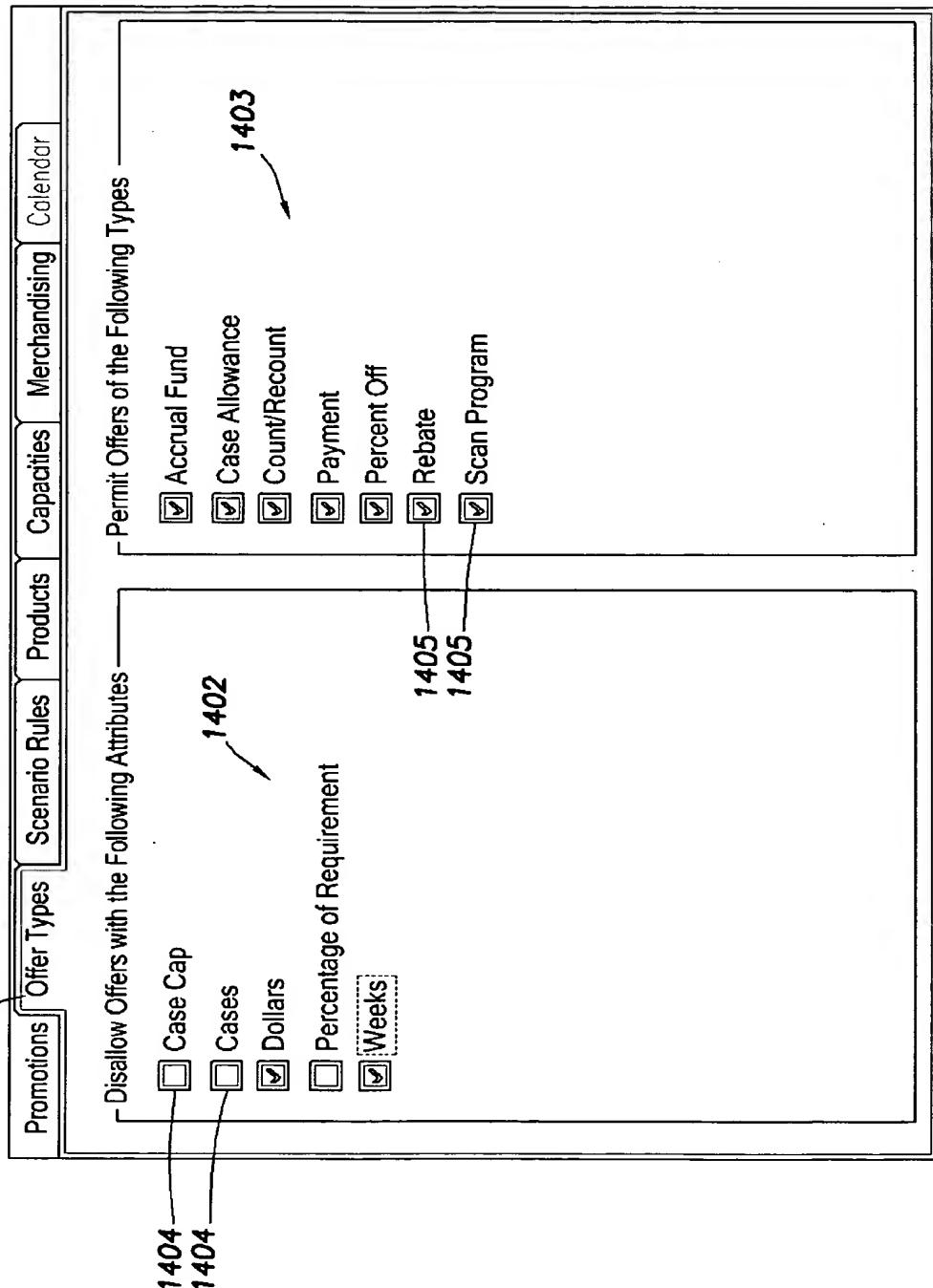


FIG. 14

Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

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31/44

The screenshot shows a software interface with a menu bar at the top. The menu items are: Promotions (highlighted with a callout 1504), Offer Types, Scenario Rules, Products, Capacities, Merchandising, and Calendar. Below the menu is a toolbar with three icons: a folder (1505), a copy symbol, and a delete symbol (1506). The main area contains a table with the following data:

| Promotion Rule Type | Minimum | Maximum | Unit |
|---------------------------|-------------|---------|---------|
| Average Promoted Discount | 10 | 25 | Percent |
| Minimum Revenue | \$10,000.00 | | Dollar |

Callouts 1501 and 1502 point to the 'Products' and 'Unit' columns respectively. Callouts 1503 point to the 'Minimum' and 'Maximum' columns. Callout 1500 points to the 'Merchandising' menu item.

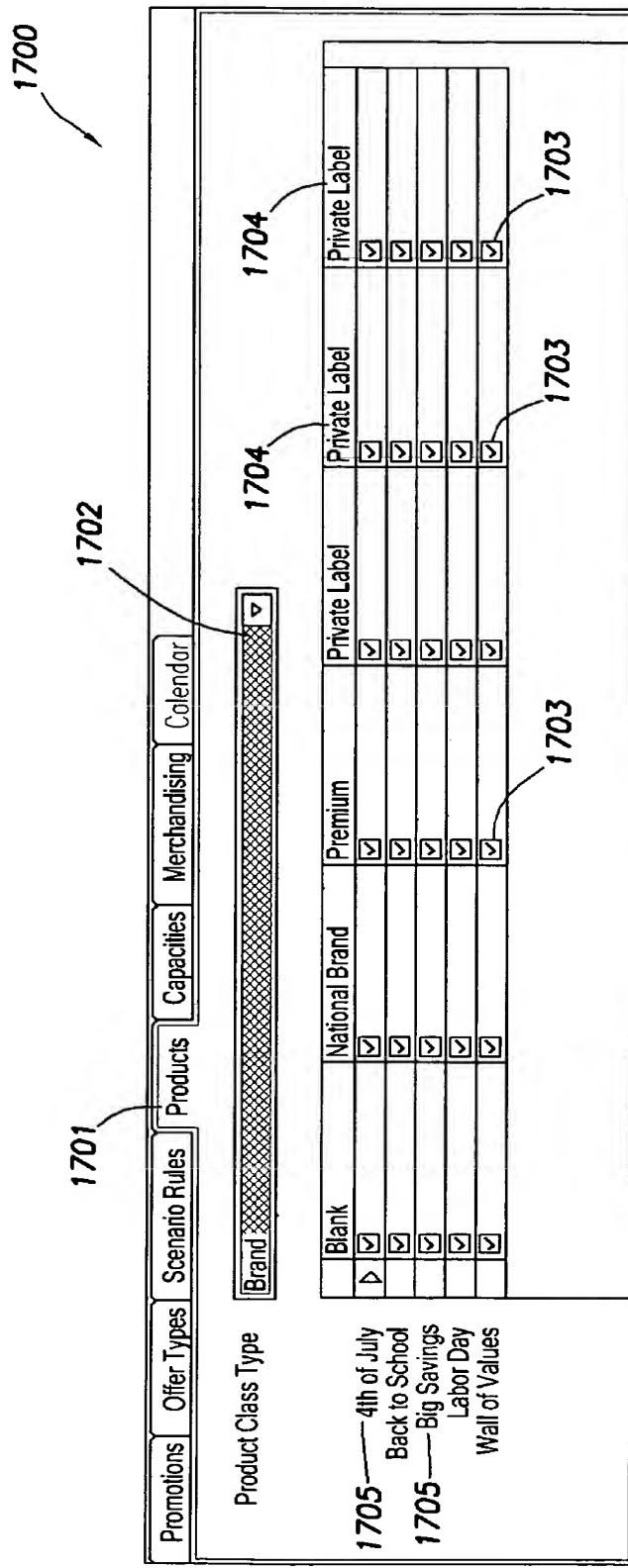
FIG. 15

The dialog box is titled 'DemandTec - Promotion Rules'. It contains a section for 'Promotion Rule Type' with a dropdown menu set to 'Average Promoted Discount Level'. A descriptive text below the dropdown states: 'This rule sets the minimum and maximum average percentage level of discount for promoted items during the planning period.' Below this, there are two input fields for 'Minimum' and 'Maximum' values, each with a label and a text box. The 'Minimum' box contains '10' and the 'Maximum' box contains '25'. Callouts 1601 and 1602 point to the 'OK' and 'Cancel' buttons respectively at the bottom right of the dialog.

FIG. 16

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Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET



32/44

FIG. 17

Application No. 09/849621 (Docket: DT.0102)
 37 CFR 1.111 Amendment dated 01/09/2006
 Reply to Office Action of 10/13/2005
 REPLACEMENT SHEET

33/44

| | | | | | | | |
|------------|---------------|----------------|----------|------------|---------------|----------|-------------|
| Market | North Atlanta | Start Date | 5/1/2001 | End Date | 6/12/2001 | + 1803 | Compute Max |
| Promotions | Offer Types | Scenario Rules | Products | Capacities | Merchandising | Calendar | |

1801

1802

1804

1800

2000

33/44

DemandTec Promotion Center - Optimization Wizard

Select a Promotion Scenario to Optimize

Promotion

Back Next Cancel

Help

FIG. 18

FIG. 20

Application No. 09/849621 (Docket: DT.0102)
 37 CFR 1.111 Amendment dated 01/09/2006
 Reply to Office Action of 10/13/2005
 REPLACEMENT SHEET

34/44

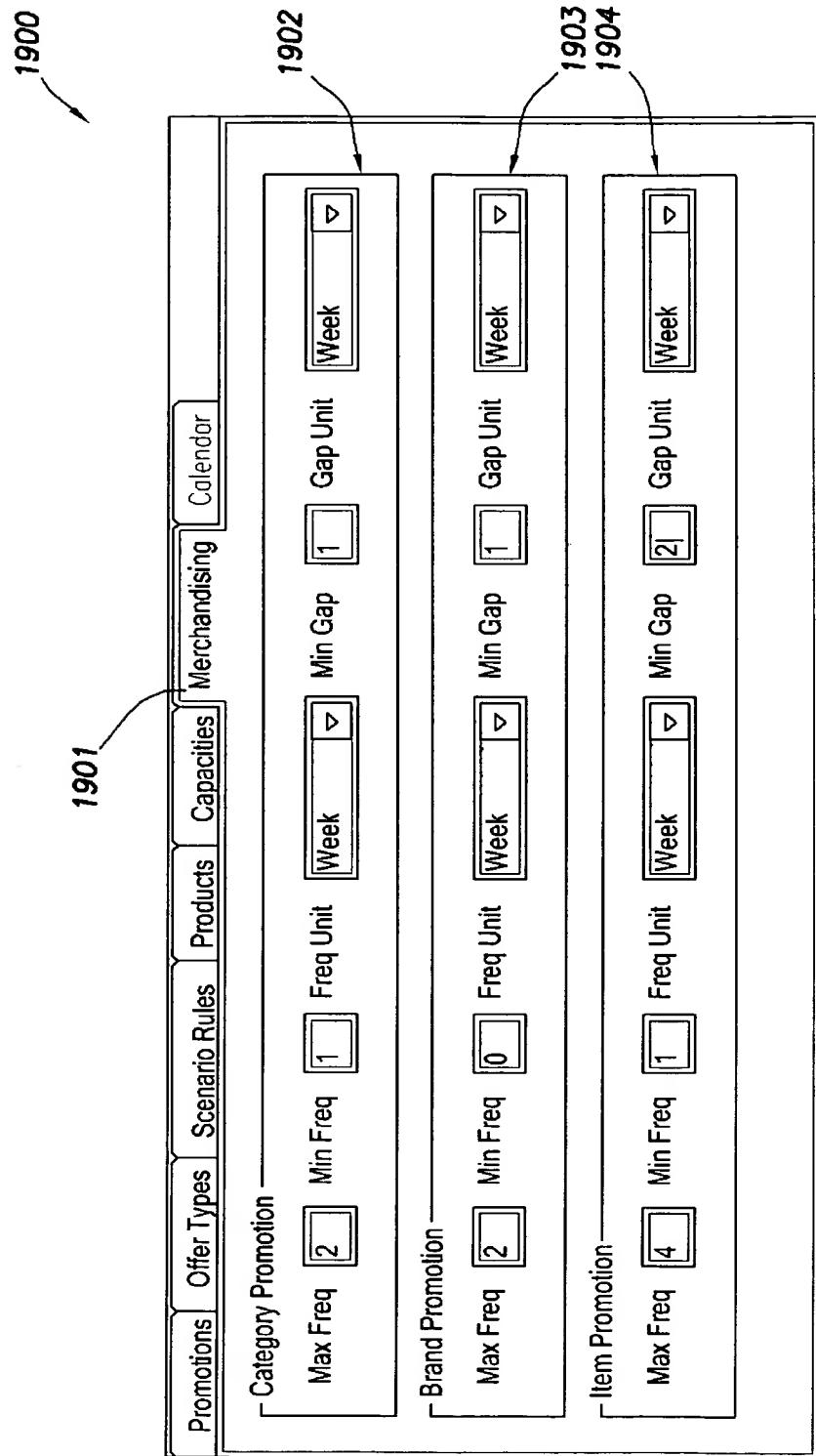


FIG. 19

Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

35/44

2100

2102

DemandTec Center - New Promotion Scenarios Record

File Edit View Help

New Open Refresh Save Print Find Back Forward

Promotions Offer Types Scenario Ranges Products Capacities Merchandising Calendar Preferences Optimizer Save

Planning Period

From: July 1, 2000 To: Sep. 30, 2000

Market

Chicago

Category

Laundry Detergent

Brand/Item

Cheer

Tide

Promotions

Tide 50 Pwdr. **2104**

Tide 100 Pwdr. **2104**

Tide 200 Liquid

Surf

User: Rick

End Date: 8/1/2001

Scenario

Category: Soap

Market: Market

Promotion Center

- 4th of July - Soap
- Back to School - Soap
- Big Savings Days - Soap
- Labor Day - Soap
- Value of Values - Soap
- Available Offers
- Regional Offers
- All Offers
- All Others
- Promotional Scenarios
- Promotions to Optimize
- Optimized Promotions
- All Promotions
- Administration
- Applications
- Entities
- Event Types
- Promotion Runs
- Product Groups
- Administration

FIG. 21A--

FIG. 21C - - -

FIG. 21

-FIG. 21D

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Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

36/44

2100

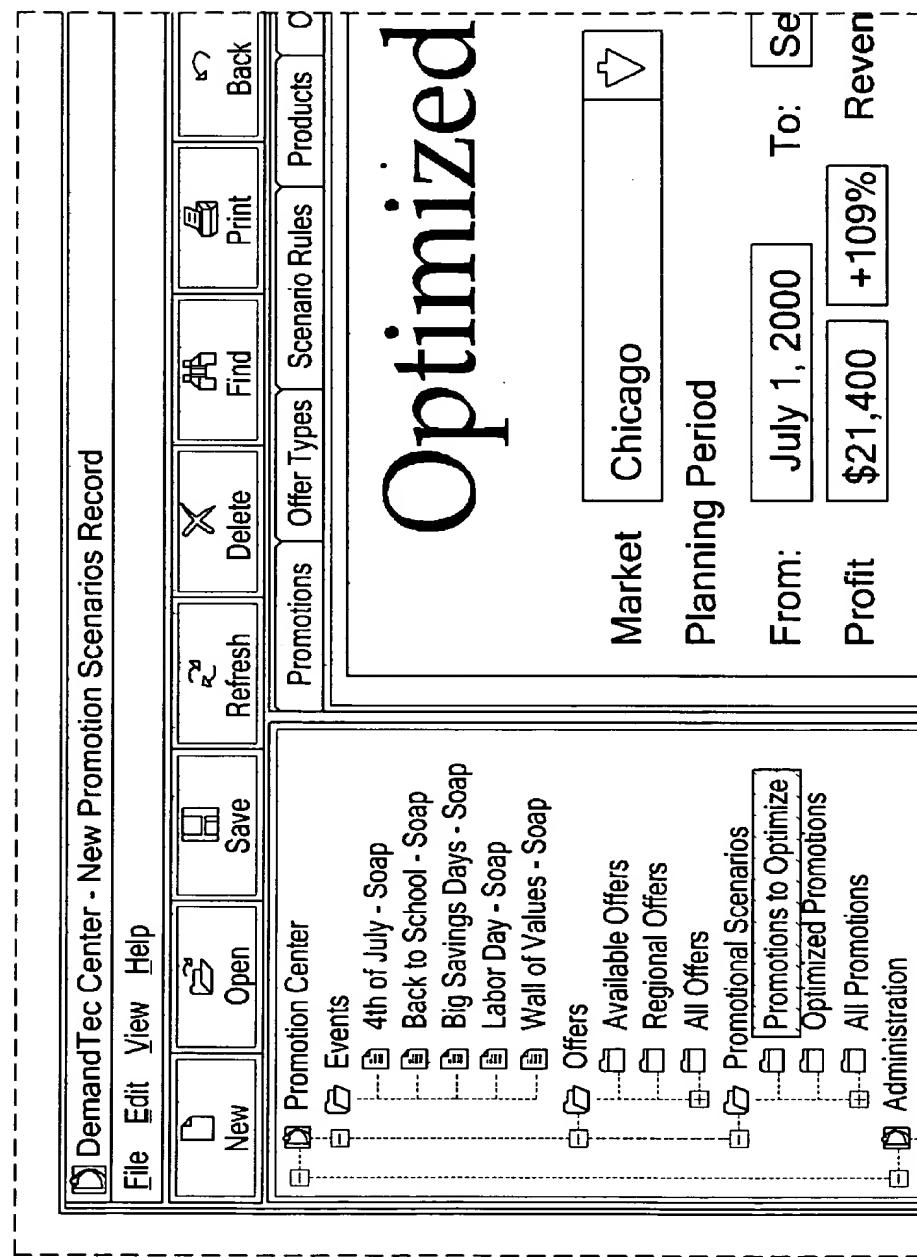


FIG.21A

Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

37/44

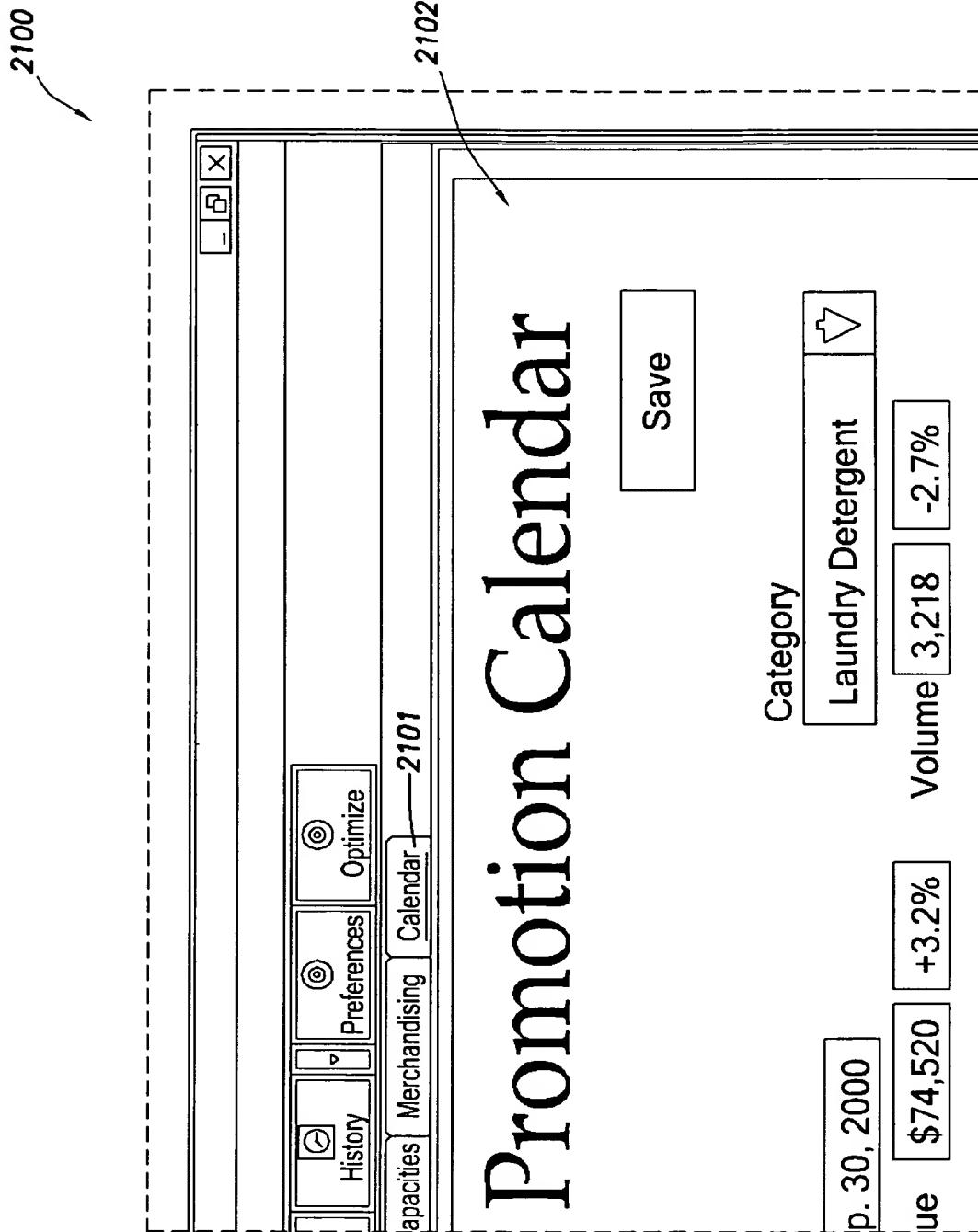


FIG.21B

Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

38/44

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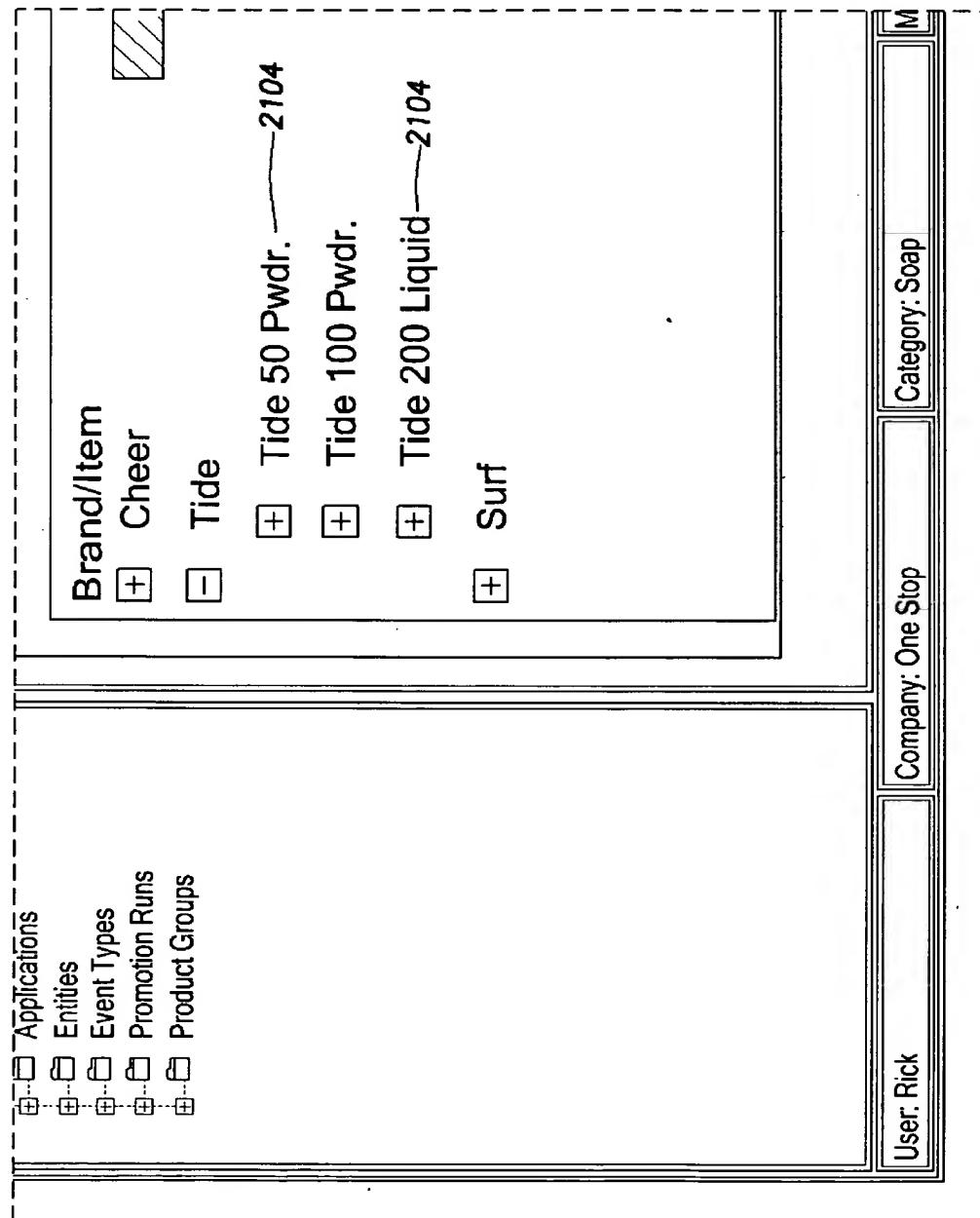


FIG.21C

Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

39/44

2100

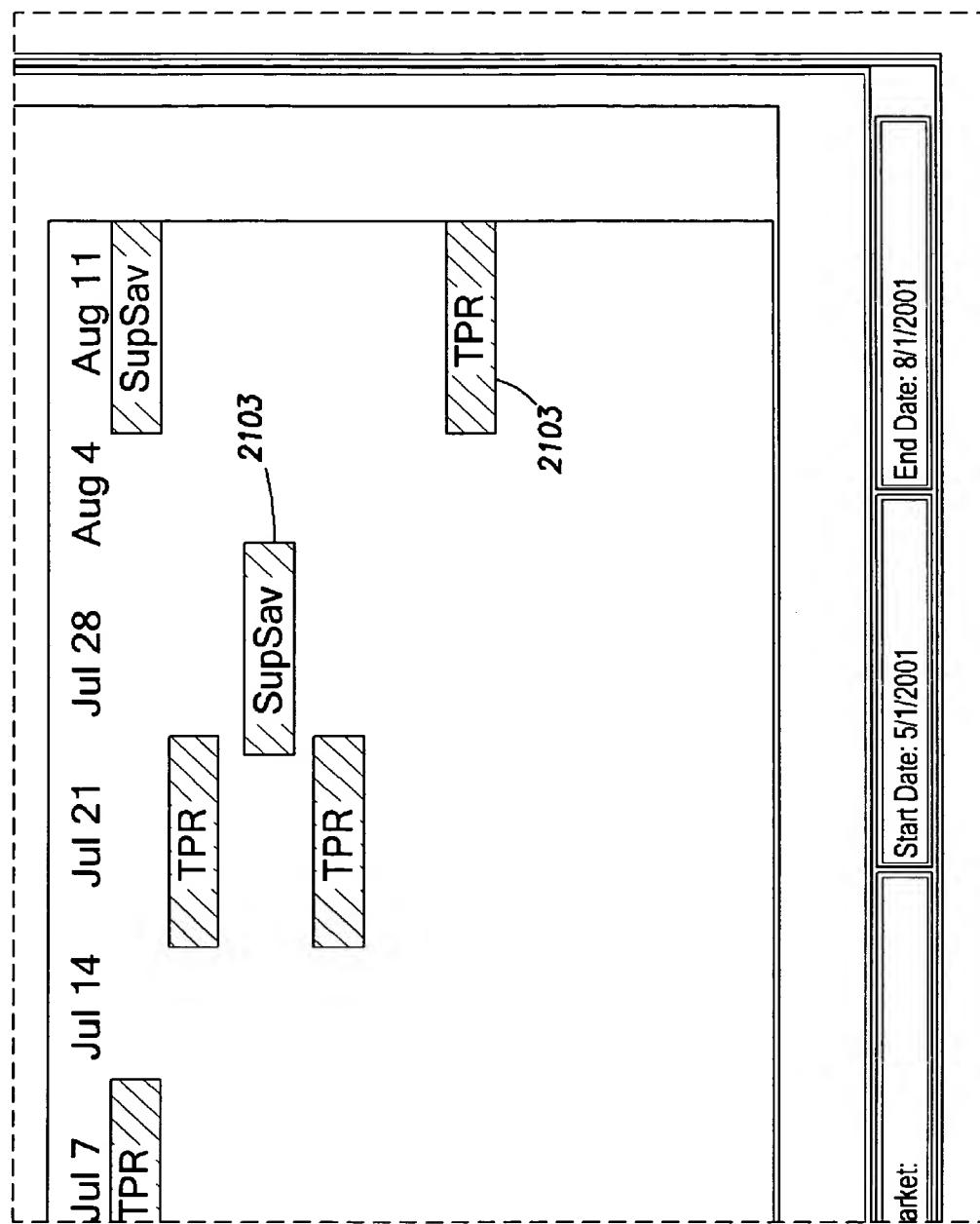
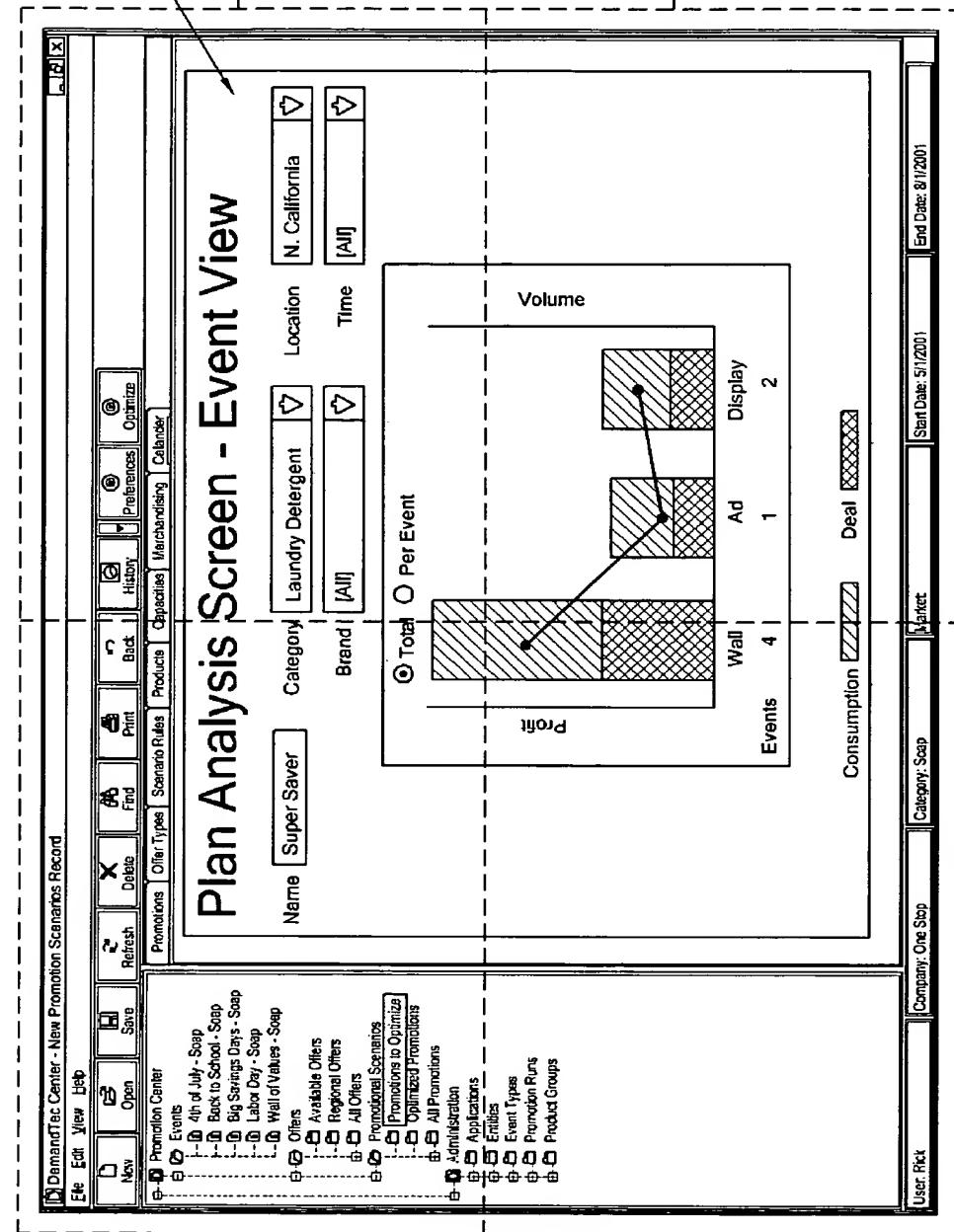


FIG. 21D

Application No. 09/849621 (Docket: DT.0102)
 37 CFR 1.111 Amendment dated 01/09/2006
 Reply to Office Action of 10/13/2005
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Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

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41/44

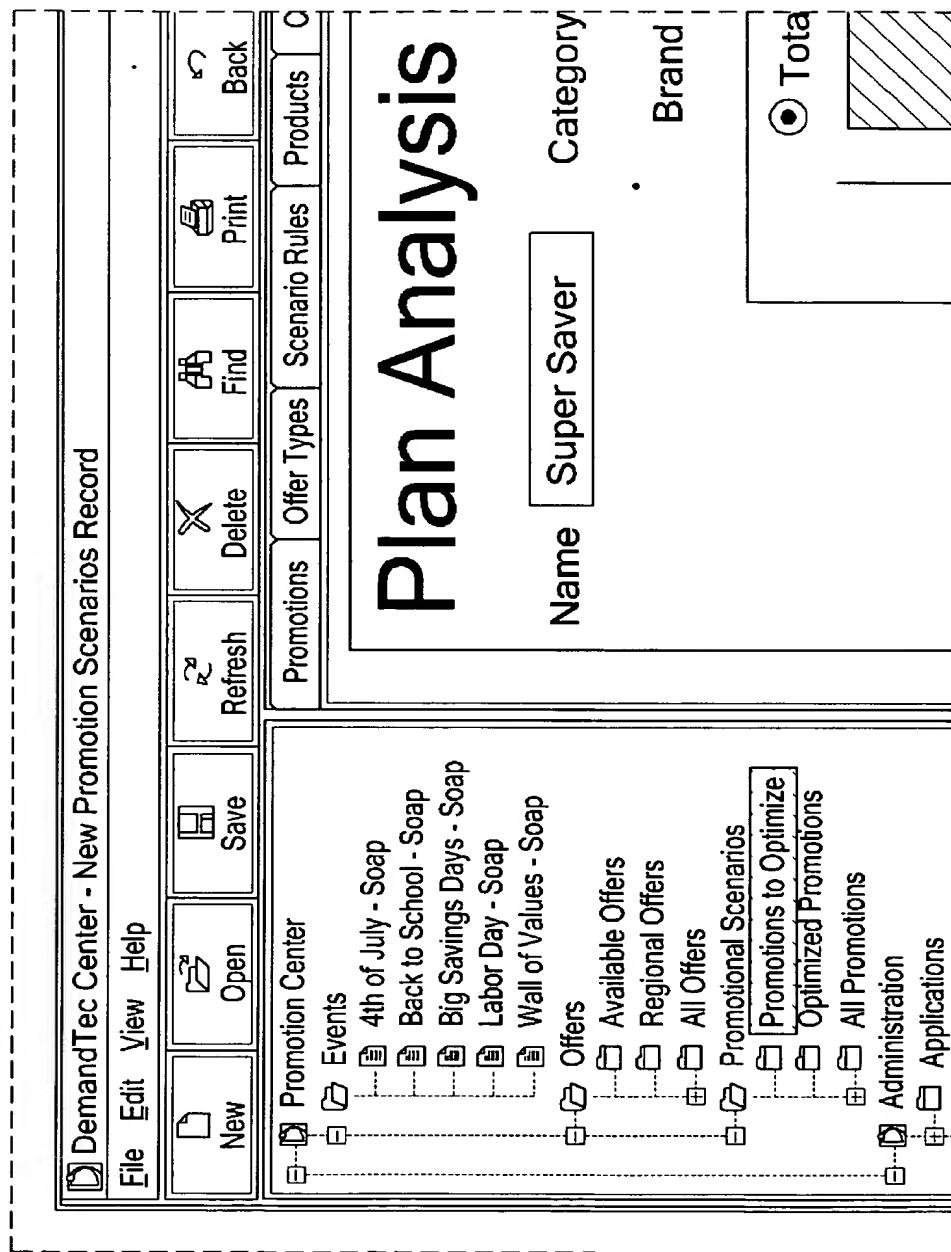
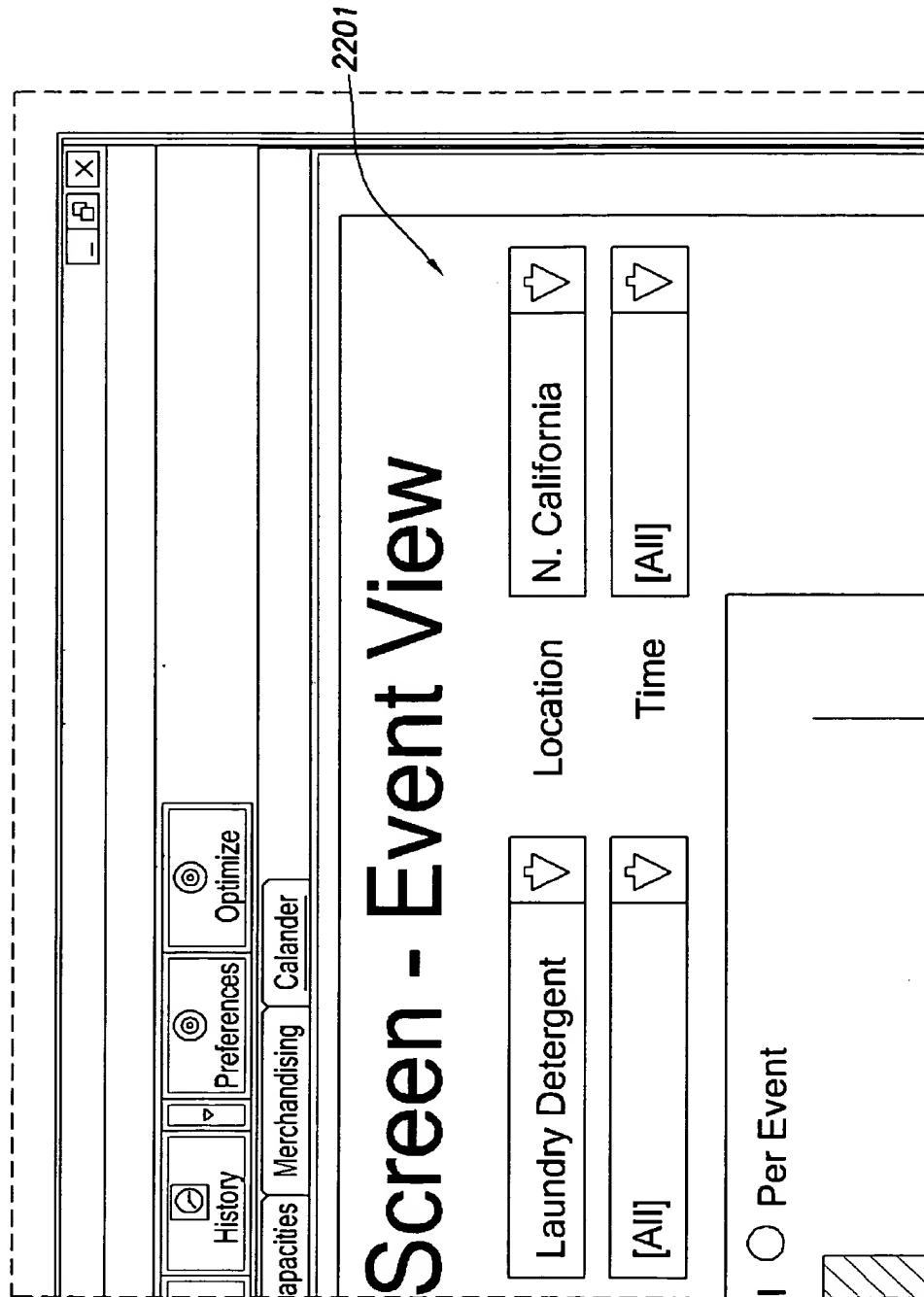


FIG.22A

Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

42/44



Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

43/44

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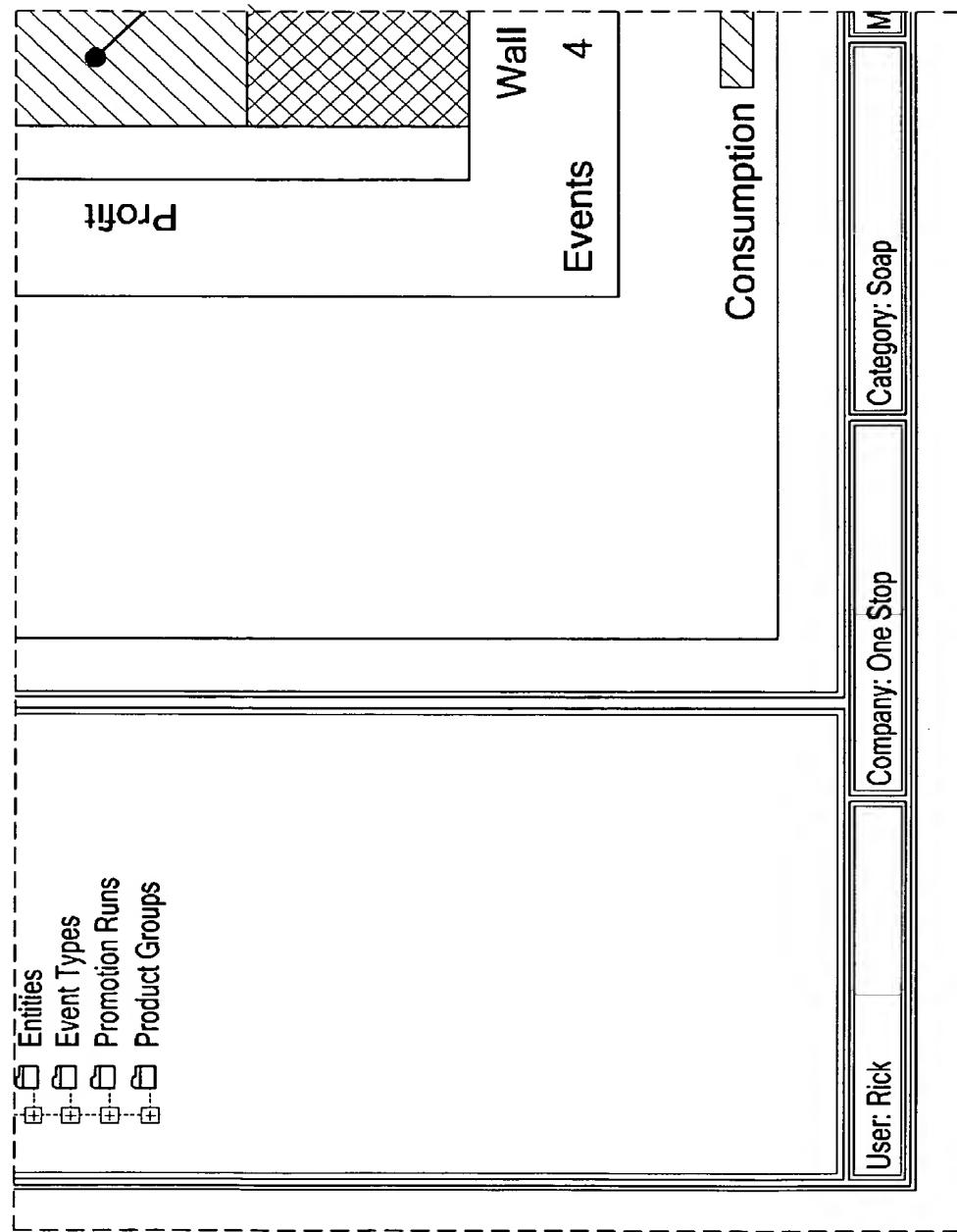


FIG.22C

Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

44/44

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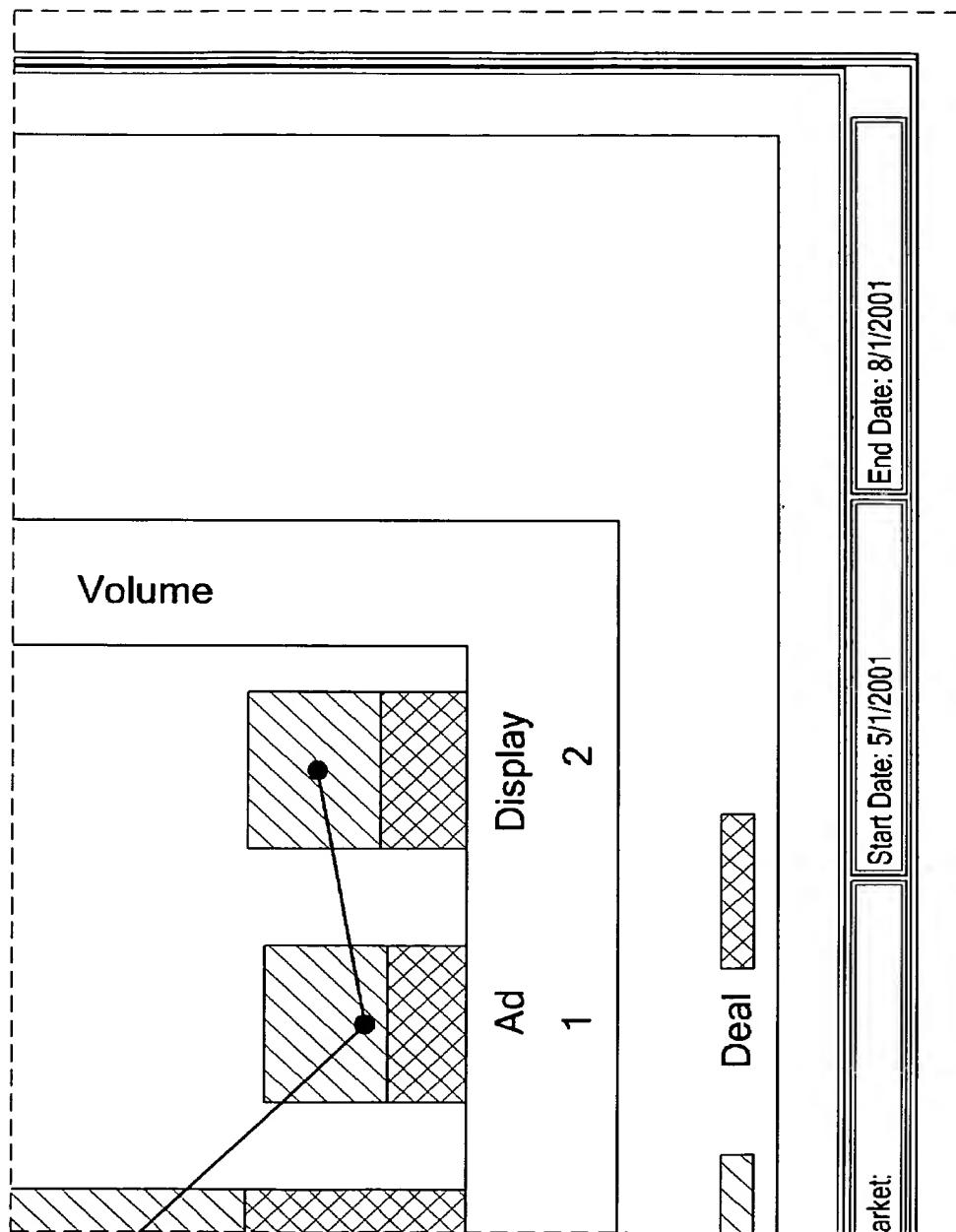


FIG.22D

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